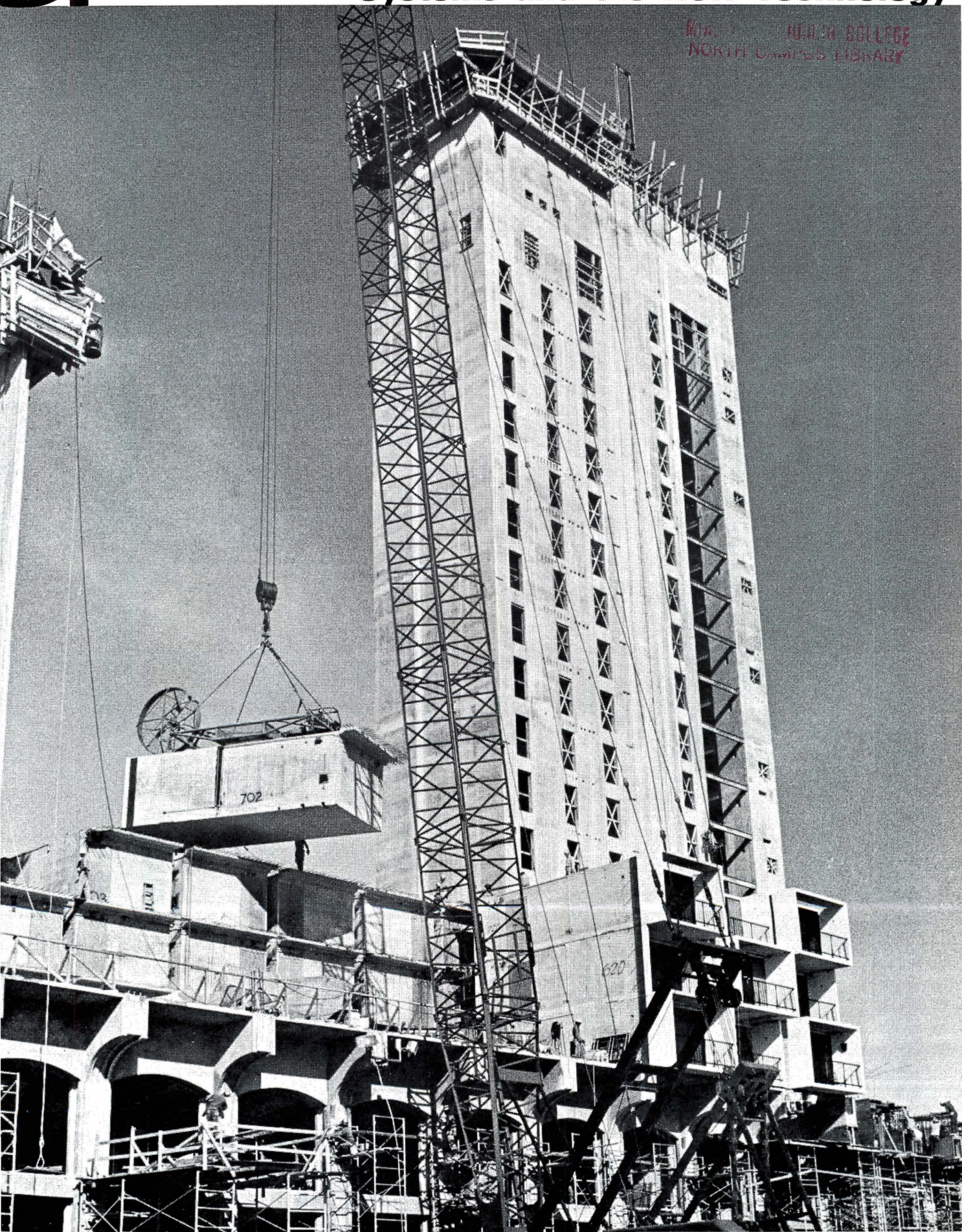
The Florida Architect October 1968

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Systems and the New Technology



54th Annual Convention and Building Product Exhibits

Florida Association of The American Institute of Architects

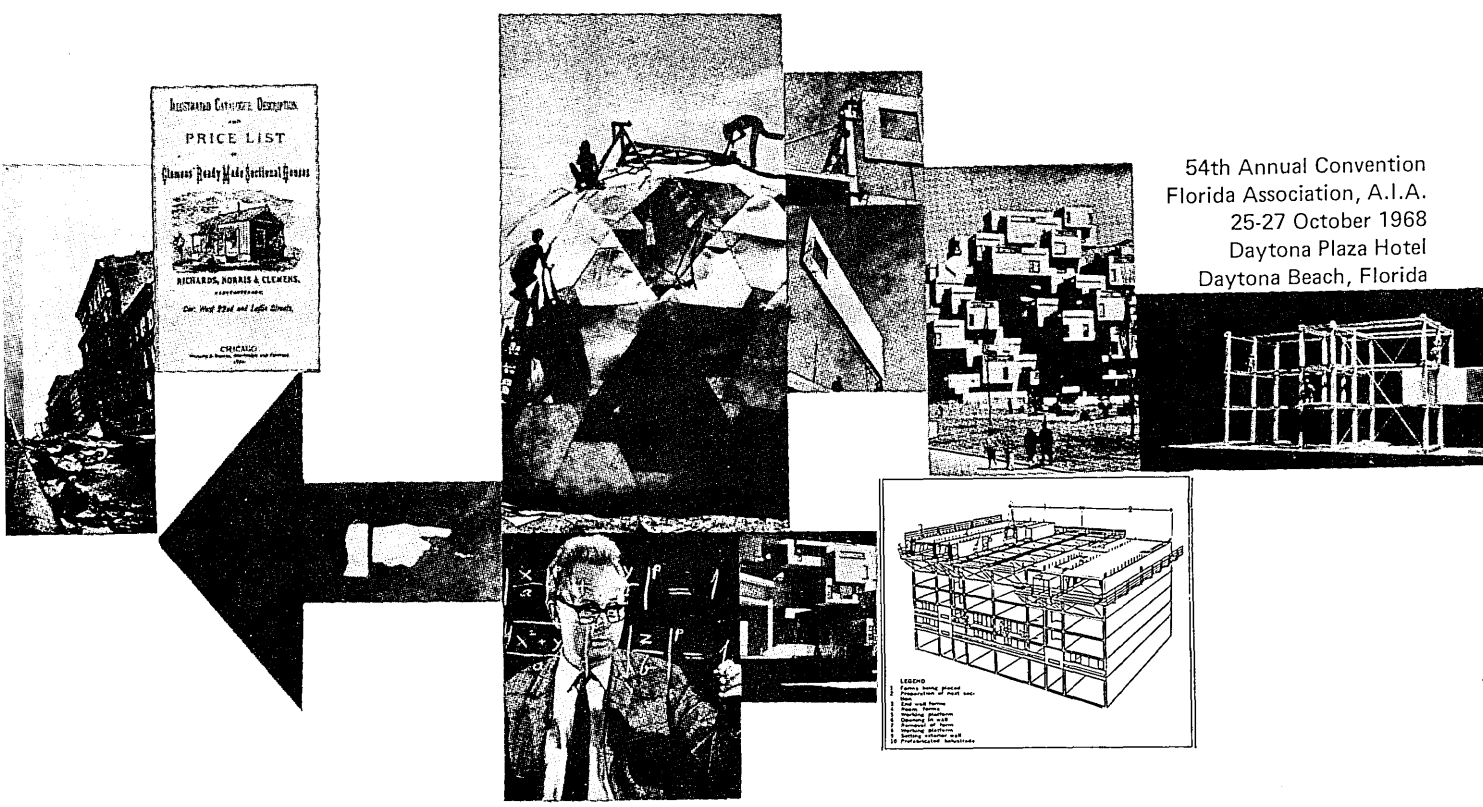
The great demand for building construction in our rapidly developing world has made many of our current building techniques anachronistic. The architect's traditional intuitive approach is inadequate for the vast number of constraints required to design tomorrow's environment. Systems analysis, a method for solving problems with expanding limits, will contribute heavily to tomorrow's design techniques. If coordinated and controlled building systems provided by industry offer the answer to present fragmented methods:

Will we see change in the concept of the independent architect?

Will giant corporations with their own systems dominate construction in the future?

Will the architect's failure to adjust result in his abdication of leadership?

How can architecture keep up with current construction demands?



54th Annual Convention
Florida Association, A.I.A.
25-27 October 1968
Daytona Plaza Hotel
Daytona Beach, Florida

Cover Feature — *Systems Construction on the Hilton Palacio del Rio, San Antonio*

4 Convention Schedule
A good time to be had for all

6 Letters

7 Association Awards
These men will be honored at the Convention

10 Architecture for Florida Living

11 Corporate Business Practice
First of a series by Legal Council Jack Peeples

13 Medical Facilities Seminars

14 AIA/ASCA
A reprint reporting on a Professional Conference

16 Advertisers' Honor Roll

18 Advertisers' Index

19 Products Exhibits
Visit these at the Convention

38 Research at University of Florida

41 Architectural Awards
1968 FAAIA Honor and Merit Awards

October 1968 / Volume 18 / Number 10

The Florida Architect 10/68

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Professional Seminars Highlight Convention Schedule

Thursday:
October 24

	Exhibit set-up all day
6:00 PM	Executive Committee Meeting — University Room
8:00 PM	Pre-Convention Board of Directors Meeting—Board Room

Friday:
October 25

8:00 AM — 2:00 PM	Exhibit set up—completed by 2:00 PM
8:30 AM — 7:00 PM	Registration—Exhibit Arena
8:30 AM — 1:00 PM	Delegate Accreditation—Exhibit Arena
9:30 AM	**CORPORATE BUSINESS STRUCTURE IN PRACTICE OF ARCHITECTRE** Forum by Florida State Board of Architecture
1:00 PM	Business Session I
3:00 PM	Seminar I **THE PROCESS OF SYSTEM BUILDING** Speaker Ezra D. Ehrenkrantz
6:00 PM	Host Chapter Party—Building Product Exhibit Arena and adjacent dining room



SEMINAR I
THE PROCESS OF SYSTEM BUILDING
Ezra D. Ehrenkrantz

Saturday:
October 26

8:30 AM — 6:00 PM	Registration—Exhibit Arena
8:30 AM — 7:30 PM	Exhibit Arena open for Visitation
8:30 AM — 10:00 AM	Coffee Served in Exhibit Arena
8:30 AM — 2:30 PM	Balloting for FAAIA Officers in Exhibit Arena
10:00 AM	Seminar II **HILTON PALACIO DEL RIO HOTEL** Speakers: Daniel A. Cerna, AIA Laurence J. Raba, Design Coordinator H. B. Zachary Co. General Contractor Dennis E. Feigenspan, Structural Engineer Oscar W. Schuchart, Mechanical Engineer
12:00 Noon	Sandwich & Beer Luncheon—Exhibit Arena

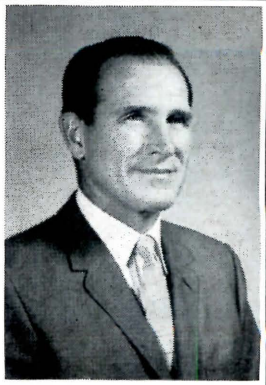
SEMINAR II
HILTON PALACIO DEL RIO HOTEL

Laurence J. Raba
H. B. Zachary Co.



Daniel A. Cerna, AIA





Dennis E. Feigenspan
Structural Engineer



Oscar W. Schuchart
Mechanical Engineer

Saturday:

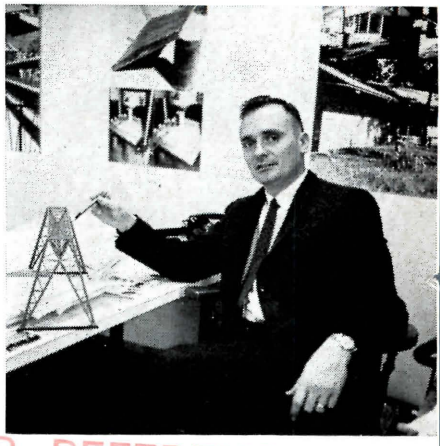
Continued

3:00 PM	Seminar III **SYSTEM BUILDING: STEEL AND CONCRETE** Speaker: William J. Mouton, P. E.
6:30 PM	Complimentary Cocktail Party in Exhibit Arena (Pre-Banquet Social)
7:45 PM	Annual Banquet Presentation of: a. Architectural Honor Awards b. Gold Medal c. Introduction of new officers Guest Speaker: Archibald C. Rogers, FAIA Dancing



BANQUET SPEAKER
Archibald C. Rogers, FAIA

SEMINAR III
William J. Mouton



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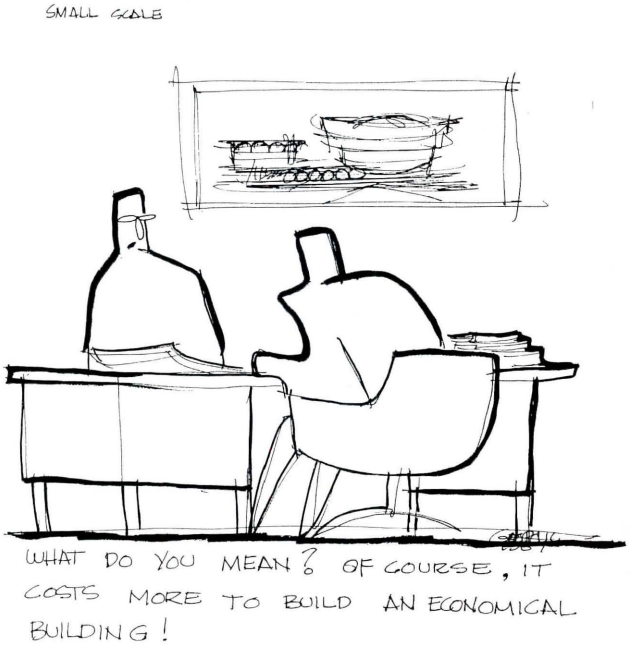
Sunday:

October 27

9:00 AM — 1:00 PM	Registration
9:00 AM — 2:30 PM	Visitation of Building Product Exhibit Arena
9:00 AM — 11:00 AM	Continental Breakfast—Exhibit Arena
10:30 AM	**PROPOSED NEW CURRICULUM — *2+2+2*** Forum by University of Florida Department of Architecture Speaker: Arnold Butt, AIA
12:00 Noon	Sandwich Luncheon—Exhibit Arena
1:30 PM	Presentation of Awards—Exhibit Arena
2:15 PM	Seminar IV **NEW DIRECTIONS IN SYSTEM DEVELOPMENT** Panel: The "Texas Construction Team"/William J. Mouton P. E./Richard P. Geyser, AIA and Howard O. Gilbertson, P. E. of Portland Cement Association
4:00 PM	Business Session II
5:00 PM	Convention Adjourns
5:00 PM	Board of Directors Meeting

Note: Business Sessions and Seminars will be held in the Lancelot Room.

Building Product Exhibits, Registration in the Clarendon Ballroom.



Letters

We in the Department of Architecture here are very grateful for the opportunity which you, along with others, afforded the students at Florida in putting out a student issue of the "Florida Architect" this past summer. I was quite pleased with the results and I trust you were also. I am sure this will do a great deal toward strengthening ties between the school and practicing architects.

John M. McRae

I wish to extend my enthusiastic congratulations and compliments on the excellence of the University of Florida issue of the *Florida Architect*. This is a very professional job and the articles and illustrations representing contributions by architectural students are all of a very high calibre.

Undoubtedly, you are aware of the current developments of the Architectural Student Magazine, "AS," which will depend upon articles from architectural students all over the country and will provide a medium for publishing them four times during the coming year. Contributions for this publication may be sent to the student editor of AS, Richard Kidwell, College of Architecture, Arizona State University, Tempe, Arizona.

William H. Scheick, FAIA

(EDITOR'S NOTE: *Letter written to Student Editor, John R. Toppe.*)

"Architecture for Florida Living" is a very handsome magazine. Congratulations!

William H. Scheick, FAIA

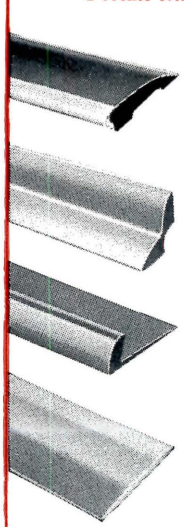


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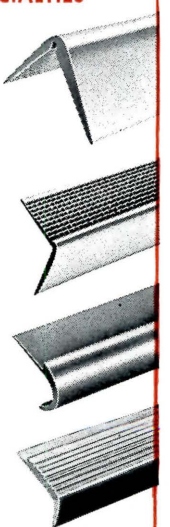
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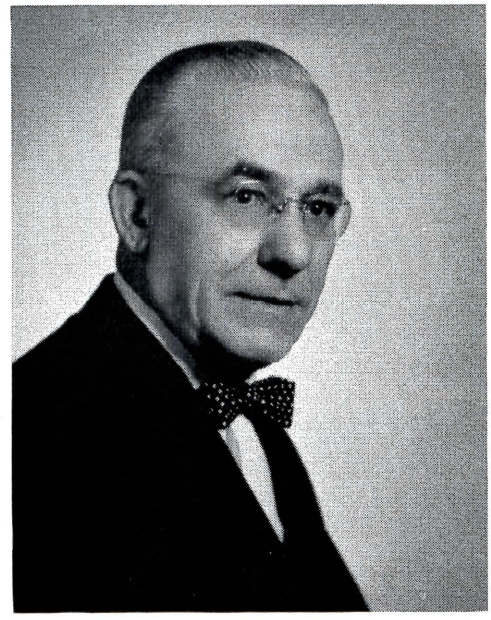
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Association Awards

The Florida Association of the American Institute of Architects has for many years provided a few awards to honor the members of the profession who have contributed their time in behalf of the Association and the profession. Two years ago an enlarged program of awards was adopted by the Board of Directors to include additional awards for its members and to honor a lay person who has contributed to the betterment of the architectural profession. The Awards Program does not dictate that the awards be made annually, only if an appropriate recipient is nominated by an AIA Chapter or a group of five architects or by the Board of Architects. We are proud to present the recipients of the 1968 Awards Program.

Gold Medal

ARCHIE G. PARISH, FAIA



The recipient of the highest award of the FAAIA, the Gold Medal is Archie G. Parrish, FAIA of St. Petersburg and a member of the Florida Central Chapter, AIA.

The Gold Medal of the Florida Association of the AIA is a long established award to honor an individual architect who has rendered the most distinguished leadership and service to the architectural profession over an extended period of time.

Archie G. Parrish, FAIA was selected for his service of many years ago to the Chapter and State Association. In addition, Parrish has the distinction of having served on the Florida State Board of Architecture for 29 years from 1939 to 1968. This contribution of time and effort, during the 29 year period, to regulate the profession of architects is a record that will remain in the archives for many a decade.

Pullara Memorial Awards

The Anthony L. Pullara Memorial Awards of State Member and State Chapter were established in memory of Architect Anthony L. Pullara of Tampa because of his devoted service over and above his official capacities. The intent is to perpetuate Tony's memory and those things for which he stood in our profession.



STATE CHAPTER AWARD TO PALM BEACH CHAPTER

This award is given to an AIA Chapter in Florida for outstanding service during the current year. This year the recipient is the Palm Beach Chapter of the American Institute of Architects.

The Palm Beach Chapter was selected to receive this award from among the eleven AIA chapters for its dynamic program during the current year.

Some of the activities are as follows:

1. The city of West Palm Beach has asked the Chapter to lead the city in establishing a Design Review Board for all buildings except family residences.

2. Successfully held a competition for a Viet Nam War Memorial.

3. Established a speakers bureau with 50 lectures given during the year.

4. Provided a rotating exhibit show at commercial locations.

5. Monthly television appearances discussing architecture for public service groups.

6. Special newspaper feature editorial on architecture.

7. Initiated a Technician Training Program with the Palm Beach Junior College.

8. Continued the annual two week architectural exhibit at the Norton Art Gallery.

9. Provided Education Seminars for the Chapter members in the areas of Office Practice, Public Relations, Electrical Refresher and Mechanical Refresher seminars.

STATE MEMBER AWARD TO HILLIARD T. SMITH

This award is given to the member of the FAAIA for outstanding service to the Association during the current year. This year the recipient of the State Member Award is Hilliard T. Smith, Jr. of Lake Worth, a Past President of FAAIA.

During the current year Smith has served untiringly on the committee researching the aspects of school construction system components, with the final product being the report on this subject appearing in the Annual Board Report. Smith also gave of his time on behalf of the profession to appear at several legislative committee hearings, which committee had the responsibility of recommending whether Bill #6X should be reintroduced in the next session of the Legislature. This legislation was defeated in the Special Session this year which provided mandatory use of one particular school construction system component.

Furthermore, Hilliard Smith was appointed by the Secretary of State to the Architectural Planning & Advisory Council to the Capitol Center Planning Committee. Smith was elected Chairman of the Council by the appointed members and has served faithfully on behalf of the people of Florida.

4th Annual Craftsman Award

The FAAIA established this award to recognize an outstanding craftsman in Florida who has exemplified interest, ingenuity, and performed outstanding workmanship in the pursuance of his craft or trade.

The recipient for the 4th Annual Craftsman Award is Robert Adjemian of Holly Hill, Florida who was nominated by Greening & Sayers, Architects of the Daytona Chapter of the American Institute of Architects.

Adjemian was cited for his unusual skill and ingenuity in meticulously shaping the intricately designed door, guided solely by his talent and a photographic example desired by the owner. The work is carefully symmetrical and all welded joints are exceptionally smooth and inconspicuous.

The craftsman's employer is Atlas Welding (Holly Hill), the general contractor for the residence is Fred R. Flores (Ormond Beach), and the owner is Dr. and Mrs. Keith Eardley.





Architect Service Award

Earl M. Starnes, AIA



This award was established to recognize an architect whose active leadership in community activity and service has been of direct benefit to the community in which he lives.

Earl M. Starnes, AIA was selected to receive the award this year. He resides in Miami and is a member of the Florida South Chapter, AIA.

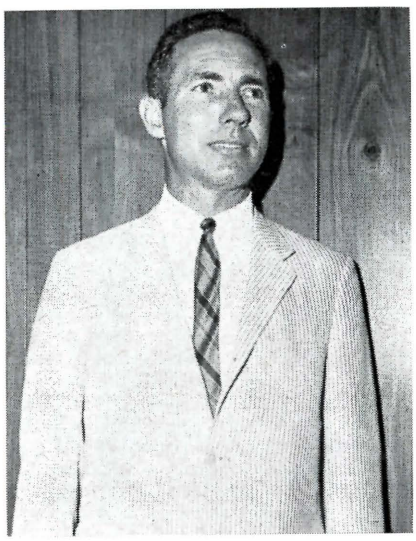
Earl Starnes has served for many years on many local committees. His major contribution to community service was initiated four years ago when he was elected to the Metro-Dade County Commission. While serving as County Commissioner his accomplishments include:

Reorganization of Housing & Urban Development Departments
Passage of County-wide Landscape Ordinance
Acquisition of Cape Florida for a State Park in Miami
Formation of policy to develop a South Dade Governmental Center
Establishment of Mental Health Facility in Dade County.

Starnes was reelected to the County Commission this year and was named Vice Mayor by the Commission.

Award of Merit

Philip Pitts



The recipient of the Award of Merit is Philip Pitts, the Tallahassee City Planner who was nominated by the Florida Central Chapter of the American Institute of Architects.

Pitts was cited for his interest, activity, and concern with professional architecture during his four years as city planner of Tallahassee. He assumed his role of City Planner at a critical time in regards to the expansion and rezoning of much of the city of Tallahassee.

Tallahassee with Florida State University, Florida A. & M. University, Tallahassee Junior College, and the State Capitol Center has had large programs of expansion all of which have been guided and coordinated, along with a huge expansion of private enterprise, in an orderly city plan under the leadership of Philip Pitts.

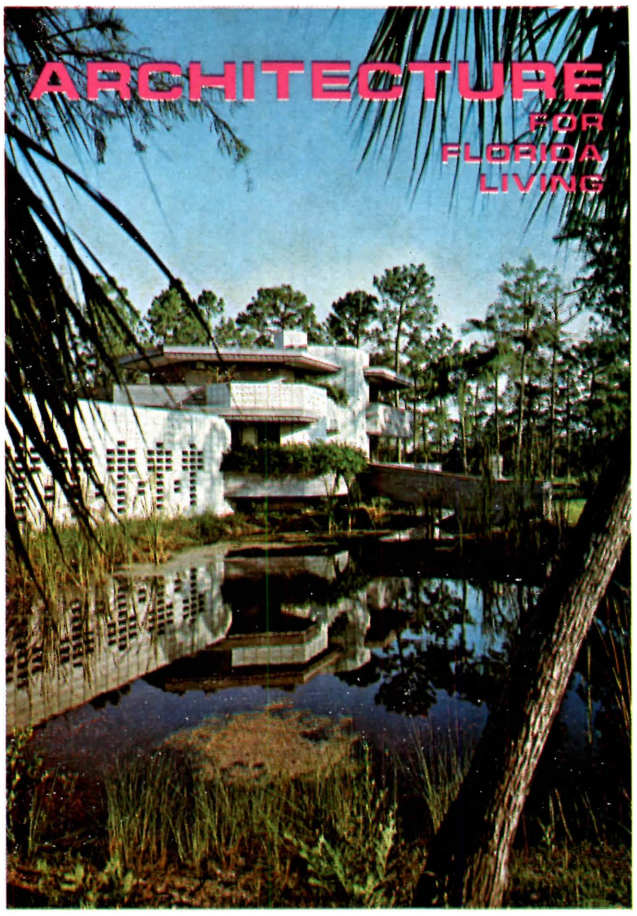
Special Citation

F. Blair Reeves, AIA



This special citation is given to F. Blair Reeves, AIA, in recognition and appreciation for his leadership in the preservation and restoration of historic places both in the State of Florida and the Nation; as Chairman on Historic Buildings AIA, creating the State Preservation Coordinator system, re-establishing the Historic American Buildings Survey Advisory Board, publishing principles for preservation as *Historic Preservation Tomorrow*; in a similar job for FAAIA, promoting the Governor's Conference for Preservation, designating Florida's historic places and successfully urging measures for their preservation; and as a practicing teacher and preservationist making students, professionals, and public participants in Historic American Buildings Survey activities in the State of Florida.

Architecture For Florida Living



The Florida Association of the American Institute of Architects has published its first annual edition. ARCHITECTURE FOR FLORIDA LIVING. This quality publication presents significant examples of residential, public, multi-residential, educational, and commercial architecture.

Each architect has attempted to reflect the environmental, natural, geographic, economic, and social forces of modern Florida in his structure. We believe they have succeeded in integrating these forces while maintaining a sensitive counterbalance between function and beauty.

Brief expository paragraphs give relevant details regarding the buildings, but the main emphasis is placed upon dramatic, imaginative photography which graphically portrays the subjects. All of the buildings depicted have been constructed in recent years thereby assuring the timeliness of the material. Yet we believe many of these structures transcend the limitations of fad and fashion and will remain meaningful for future generations.

This 132 page publication (11" x 13") is profusely illustrated with both color and black and white photographs. For your convenience an order form appears below.

Please send me _____ copies of "Architecture for Florida Living." The cost per copy is $4.00 (3.00 for the publication and $1.00 to cover postage and handling costs). Check or money order should be made payable to FAAIA.

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Corporate Business Structure in the Practice of Architecture

The question of utilizing a corporate business organization in connection with the practice of architecture has for some time perplexed the members of the profession, and there is a strong need for clarification.

On August 2, during the joint meeting of the FAAIA Executive Committee and the Florida State Board of Architecture, a great deal of background information was explored, and based upon that joint conference and our research of the statutory and regulatory provisions underlying this question, we would like to offer our opinion.

First, the precise statutory and regulatory language must be examined.

Section 467.08, Florida Statutes, provides:

"No certificate shall be issued either with or without an examination to any corporation, partnership, firm or association to practice architecture in this state, but all certificates shall be to individual persons."

It is clear that this language creates a statutory prohibition against the issuance of a certificate to a corporation, but it is silent with respect to the utilization of a corporation in the practice of architecture where individuals possessing certificates perform the architectural services.

Turning to the regulations promulgated by the Florida Board of Architecture, we find that Rule 40-7.04 provides:

"A corporation cannot legally practice or offer to practice architecture in its corporate name or otherwise and this is true even though the name of an architect is a part of the corporate name."

Rule 40-7.08 provides:

"(d) The use of any corporate name in offering to practice or in practicing architecture is illegal."

After setting forth certain permitted and prohibited name usages, the Board appears to approve, prospectively, some corporate involvement in the practice of architecture when the rule provides:

"When the professional service corporation statute has been legally approved, new examples will be given."

Analyzing the language of the statutes and the regulations, we learn that a corporation cannot receive a certificate and that a corporation cannot practice or offer to practice architecture or use a corporate name in offering to practice.

In addition to the above quoted statutory and regulatory provisions, we can turn to a decision of the Supreme Court of Florida which has apparently escaped the attention of the profession in the past. In the case of *Robert L. Weed, Architect, Inc., vs. Horning, et.al., 33 So.2d 648 (1948)*, the Supreme Court appears to approve utilization of a corporate business form in connection with the practice of architecture when Chief Justice Terrell stated:

> "It is quite true that under the law a corporation cannot be licensed to practice architecture, but *Robert L. Weed, Architect, Inc., was nothing more than the alter ego of Robert L. Weed or a medium through which his business as an architect was transacted.*" (emphasis supplied)

This case arose out of an effort to enforce a mechanics' lien when the contract for professional services was between Robert L. Weed, Architect, Inc., and a lessee, and the court, in overruling the contention that a corporation was precluded from acquiring an architectural mechaincs' lien, indirectly approves the use of a general corporate form with respect to the practice of architecture where the actual services are performed by an individual possessing a certificate under the architectural practice act.

It must be pointed out with emphasis that the *Weed* case dealt with a general corporation because, at the time of the decision in 1948, the state of Florida did not have a Professional Service Corporation Act. Of course, any use of a corporation under the Professional Service Corporation Act would have to comply with its specific provisions and we will discuss this possibility first.

In 1964, the Florida Legislature adopted the Professional Service Corporation Act, which permits an individual or group of individuals duly licensed to render an identical professional service within the state of Florida to organize and become shareholders in a professional service corporation.

All shareholders of a professional service corporation must be licensed to practice the profession and the corporation may not engage in any business other than the rendering of the professional services for which it was specifically incorporated, with the exception of the ownership of certain investments as set forth in the statute. The Act also makes it clear that the practice of the profession shall remain on an individual basis and that the creation of the corporation does not affect the professional relationship and liabilities between the person actually furnishing the professional services and the general public. There is a limiting factor in liability in that one shareholder would not be liable personally for negligence or wrongful

Continued Page 12 ⟹

Corporate Business Continued

Continued from Page 11

acts or misconduct of another member of a professional service corporation except to the extent of the full value of the property of the corporation including his interest.

It is our firm judgment and opinion that nothing within the Florida Statutes or Regulations of the Board of Architecture would prevent any architect or group of architects in the state of Florida from forming a professional service corporation and thereby taking full advantage of the Professional Service Corporation Act, provided of course that the formation of the corporation and the conduct of its affairs are in total compliance with the provisions of that act.

Turning to a more complex question, we have inquired into the legality of architects becoming shareholders in a general corporation and using this medium as the administrative and business framework for the conduct of the practice of architecture and possibly related professional and business activities.

Based upon the language of the *Weed* case, as well as the controlling statutes and regulations, it is our opinion that nothing prevents architects from utilizing the general corporation business structure provided great care is given to the details of its formation and the conduct of its affairs in the following regard.

First, it is absolutely clear that the corporation itself cannot practice architecture. The actual practice of architecture must be conducted at all times on an individual basis and the duly licensed architect performing the architectural services must affix his individual seal to all architectural work products and perform all of the architectural services on an individual basis.

Secondly, due to the wording of the regulations of the Board of Architecture, the corporate name could not be used in any way to hold out the corporate entity in the practice of architecture. The corporate name may not be used on letterheads or office signs or in any other way used to indicate that the corporation itself is engaged in the practice of architecture.

It is our opinion that the corporate entity could engage in a contractural relationship with the general public to provide architectural services provided that the language of any such contract between the corporation and other parties would provide that the corporation would be obligated to cause the architectural services to be provided by an individual duly licensed to practice the profession of architecture and not by the corporation itself.

In other words, it must be absolutely clear that the only permitted activity would be a situation where architects owned all or a part of the stock in a corporation and that the corporate entity, including shareholders in the corporation, could provide a continuing business and administrative medium through which the business affairs of the corporation would be managed but that the practice of architecture would, at all times, be an individual function of architects as individual practitioners. It would call for a clear delineation between the personalized service involved in the relationship of an architect to a client as contrasted with the internal business affairs of the practice not related to professional activity and responsibility.

The counsel for the Board of Architecture shares our opinion as to the ability of architects to utilize a corporate form in the business aspects of the practice, but points out that the Board will have to design and promulgate additional regulatory controls to regulate the practice of architecture under this system if it in fact becomes an accepted method of business activity in the profession.
It would probably be helpful to point out the difference in the utilization of the Professional Service Corporation Act and the General Corporation Act as it relates to the practice of architecture.

First, under a professional service corporation, all shareholders would be required to be duly licensed architects in the state of Florida and the purposes of the corporation would be limited exclusively to the practice of architecture modified only by the ability to hold certain investments and real property.

Also, the Internal Revenue Service continues to reject the view that professionals utilizing a professional service corporation are entitled to the tax saving benefits and deductable retirement plan contribution advantages available to general corporations despite the failure of the Internal Revenue Service to prevail in even one of the seven major judicial contests the existing federal tax treatment of professional service corporations.

It would appear, therefore, that the utilization of a general corporation would afford a great deal more flexibility and advantage to an architect. For example, persons other than architects could become shareholders in the corporation. The corporation could engage in activities not related to the practice of architecture and would be limited only by the general incorporation act, and the purposes and powers set forth in the corporate charter. It is assumed that the utilization of the general corporate form

Continued Page 13 ⟶

Continued from Page 12

would also avoid the disadvantage of the current position maintained by the Internal Revenue Service with respect to professional service corporations, but no assumptions are safe with respect to future Internal Revenue Service attitudes.

Assuming the validity of our opinion and judgment as to the legality of utilizing a professional service corporation or general corporate form in the business aspects related to the practice of architecture, a great deal of caution must still be maintained.

For example, nothing in this opinion should be construed as recommending the utilization of a corporate structure even though it may be permitted under the law. Many businesses, without any impediment in the utilization of a corporate form of business, elect to remain a sole proprietorship, partnership, limited partnership or other form of business organization. It would be a matter of individual election based upon legal and accounting counsel and business judgment.

Secondly, extreme caution should be exercised in structuring a corporate entity with respect to the practice of architecture to insure that its formation complies with the requirements of law with respect to the architectural practice act and the regulations of the Board of Architecture.

In summary, it is our opinion and judgment that there are no prohibitions in Florida law or applicable regulations against the utilization of a professional service corporation or general corporation as a medium through which a practicing architect may transact business provided this method of operation does not abuse the specific provisions of law and regulations controlling the practice of the profession of architecture.

It is our recommendation that any architect, or group of architects, desiring to explore the utilization of a corporate form of business seek individual legal, accounting and tax counsel, and if this method is adopted, to set forth in written form to the Board of Architecture your exact plans and seek its approval prior to incorporation.

At best, the law governing this question is hazy and indefinite and it is our further recommendation that the Association should cause the architectural practice act to be amended to specifically authorize utilization of a general corporation in the practice of architecture, similar to Section 471.06 of the Professional Engineers Practice Act, if it is the judgment of the Association to affirmatively authorize this type of activity. This corrective legislation would remove all doubt and concern about the legality of corporate involvment in practice of architecture and would equate the business opportunities of architects and engineers. This seems particularly important to us in view of the fact that some architects and engineers are engaged in a joint practice and in some instances the engineering provision is being utilized to provide for corporate activity and thereby placing architects who practice with engineers under a different statutory standard than those who practice alone or only with other architects. ■

Medical Facilities Seminar

The Producer's Council is sponsoring three Medical Facilities Seminars during November, 1968 in Florida. The seminars will bring together architects, engineers, hospital administrators and consultants, public health officials, legislators, and building product manufacturers.

Basic objective of the seminar is to provide a forum for the exchange of data, ideas, and information among various groups involved in the planning, design and construction of hospitals and other medical facilities of all types.

Featured at each seminar will be a van-carried traveling exhibit of medical facility building products and equipment. The seminar programs will begin in the afternoon.

The schedule of the Medical Seminars and the keynote speaker for each is as follows:

November 13, 1968
Jacksonville Chapter Producer's Council
George Washington Hotel — Jacksonville
1:30 p.m. with evening dinner
Keynote Speaker: Dr. Lewis Block, of the Architectural Consulting firm for hospitals, Block, McGiboney, Coburn & Associates, Inc., of Silver Spring, Md.

November 20, 1968
South Florida Chapter Producer's Council
Dupont Plaza Hotel — Miami
12:00 noon luncheon
Keynote Speaker: Dr. William H. Stewart, M.D., Surgeon General of the U. S. Public Health Service.

November 26, 1968
Florida West Coast Chapter Producer's Council
International Inn — Tampa
2:00 p.m. (Cocktails at 4:30)
Keynote Speaker: Dr. Anthony J. J. Rourke, Hospital Consultant, New Rochelle, N.Y.

AIA-ACSA Teachers Seminar

"Industrialized Construction and Architectural Education"

(EDITOR'S NOTE: *This represents a memorandum report by Mr. J. C. Crandall, Professor at the University of Michigan of the Department of Architecture, relating to the AIA-ACSA Teachers' Seminar.*)

From June 9 to 14, about 60 delegates from schools of architecture in the United States and Canada met at the University of Montreal to consider problems and potentials of industrialized construction and implications for architectural education. I was privileged to represent The University of Michigan at this seminar. Although the proceedings will be published for participants, I felt a brief summary of the sense of the seminar would be helpful.

The tone of the meetings was set on the first two days of formal presentations. The speakers represented several important contacts with industrialized construction. John Eberhard (former director of the Institute for Applied Technology, N.B.S.) issued a somewhat gloomy challenge to the architectural profession to pick up the responsibility for management of the design process in an industrialized building industry. Moishe Safdie (Habitat Architect) and Joseph Sherman (Vice President of CONRAD) described further developments of precast concrete technology and design. Current applications of the Habitat concept were illustrated, pointing up the compelling need for new understanding of what constitutes adequate minimum housing, especially in high-density urban areas.

Frank Matzke (SUNYCF), Joseph White (formerly vice president for SCSD of Inland Steel), and Colin Davidson (Washington University; formerly associated with the development of CLASP) discussed the contributions and potentials of these approaches for industrializing the construction process. The relationship of the architect to other factors of building production in each framework (SUNY, SCSD and CLASP) was outlined in detail by the speakers. As the seminar continued, other speakers described current attempts by their organizations to elaborate and refine their involvement in building construction. These included Roland Wilson (Boeing), Gunter Schmitz (Texas A & M; formerly with ULM), Terry Collison (G.E. Community Development Division) and Neil Harper (SOM).

A double barreled blast at current efforts to industrialize and rationalize the building design and construction process was leveled by Bernard Weissbourd (Metropolitan Structures, Inc.) and Horst Rittel (Berkeley). Mr. Weissbourd argued convincingly that nothing short of a major breakthrough on all fronts of the building industry could possibly provide adequate new housing economically available to the lower third of the population. Mr. Rittel, focusing on systematic design, emphasized the futility of the designer's attempt to foresee all possible consequences and all possible alternatives in his decisions. Any open-ended system is doomed to suffer from unexpected side effects of decision-making, some of which may be adverse.

The workshops and panels which met in this context attempted to discover possible roles for the designer in relation to industrialized construction, and to evaluate various educational proposals for meeting the requirements of these roles. It became obvious almost immediately that each of the participants has a particular set in two areas which conditioned his contribution and involvement in the seminar. One set was generated by a participant's image of a designer — is he primarily artist, or predominantly scientist? Is the design process an art or a science? Participation in the seminar has led me to the conclusion that the designer's legitimate activity is neither artistic (implying that it is self expressive) nor scientific (which suggests that the designer observes, records and generalizes). By contrast, the designer more often than not creates an object that is "other" expressive or only expressive of his cultural milieu. His influence is almost anti-scientific in the sense that his overriding objective is to invent a *new* object or organization which will have some specific desirable effects which have not previously been observed. By contrast, the scientific tradition of observing existing processes and relationships with as little effect as possible is in direct contradiction to the designer's primary motive.

It is reasonable to me, after hearing Terry Collison (an urban planner), Roland Wilson (architect), Horst Rittel (operations research) and Joe Sherman (engineer), discuss strikingly similar motives and methods, to conclude that this century has spawned a new type of professional in all fields — call him the designer — whose responsibility is the overall coordination of the artistic and scientific disciplines relevant to the solution of a particular problem. I think this is what John Eberhard means by "management of the design process."

The second set which participants brought to the conference was the meaning imputed to the word, "industrialization." The definitions given for this term imply widely varying concepts. Some of the principal ideas suggested are "capital intensive production" (Eberhardt), "increasing level and prevalence of industrial processes" (Davidson), factory production and assembly of components, "generalization of environmental solutions to the entire population" (Safdie), "design, research, development, analysis and production all take place within same corporate structure" (Sherman), "systematic design and construction" (Rittel). It was clear, however, that all but the most conservative definitions of industrializa-

tion support a tacit assumption of increased investment and risk-taking on the part of producers. In a free market, this means the expectation of larger profits or other tangible benefits.

Three possible directions were seen. Current investigations by large, sophisticated corporations may suggest community development to be a fruitful area for extended capitalization. This will motivate such companies to move into the construction field in force, bringing their own design personnel with them to help solve the problems of under-development, low capacity and poor quality which characterize the present supply of buildings. Many companies like Bendix, General Electric, Boeing and Aerojet General are currently conducting investigations of building construction and community development. But these are preliminary studies and the personnel involved are reluctant to make any estimates of the probability that their corporations will enter the construction field at all, to say nothing of the near future.

A second direction is indicated by the probability that increasing building costs and labor shortage will lead traditional organizations to seek alternative methods in order to meet the burgeoning demand for adequate buildings. That this demand must be supported in part by greatly expanded governmental subsidy seems inescapable. Some evidence of movement in this direction is provided by recent activities of U. S. Gypsum, a consortium of Construction Research and Development (CONRAD), the Uniment Corporation and Chemstress, Inc., large-scale redevelopment of slum areas by companies like John Hancock, etc. The major efforts in this area exploit the profit potential of financing and ownership, however, rather than unique advances in construction techniques.

The third direction suggested is direct government intervention on a scale matching the practice in some socialist countries. Eric Dluhosch (C.P.I.) presented a comprehensive paper and slides describing the post-war developments in building technology in the USSR and Eastern Europe, progress which can only be described objectively as very impressive. Although the space standards do not yet match those of the upper middle class in this country, it is important to recognize that the present standard of 100 sq. ft. dwelling unit space per person is an accomplished fact for the population as a whole, and that this objective has been achieved in the last twenty years starting from a practical base of zero.

There are a number of factors opposing these processes. For the most part, the opposing factors are of no little consequence. There is, for example, the institutionalized conservatism of large, mature corporations reported by the A. D. Little Company in *Patterns and Problems of Technological Innovation in American Industry*. The pressures against innovation in traditional construction and those against large-scale governmental intervention need little elaboration. Nevertheless, most seminar participants were optimistic that such innovative processes would begin to affect building construction in this country in the immediate future on a large scale. The statistics supporting this attitude are the 35,000,000 people who are badly housed in 6,000,000 substandard dweling units. If the socio-economic conditions for rapid technological innovations to solve this problem do not now exist, then they will be created, one way or another.

The seminar ended with very little confidence on anyone's part that it was possible to predict the direction of industrialization of the construction process. Nor did we feel that the educational objectives for achitects could be stated specifically at this point. I was asked to lead a workshop to propose curriculum changes in the light of industrialization. We concluded that the most pressing problem for architects is to define the social and humanitarian problems which *might be solved* by an industrialized building construction industry.

Among the specific suggestions made by the seminar are the following:

1. Schools were encouraged to pursue divergent lines of curriculum development. The participants felt that there is no artistic or technical skill or knowledge which will not find some application in the emerging design professions. Diversity in the design professions will help to insure the availability of the specific skills and abilities required by a variety of problems.

2. The architectural profession which has historically had a strong artistic bias must develop even higher levels of performance in the areas of design theory and scientific method. In particular, it is important that curriculum include familiarization with advanced theoretical concepts and methods used by the design professionals in other disciplines. Since definition of the problems to be solved is of immediate and fundamental importance, curriculums should foster the technical and scientific basis required to develop theoretical relationships between the physical environment and human behavior. ■

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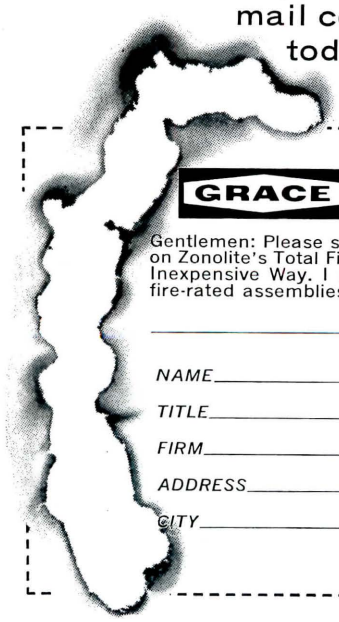
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FLORIDA INVESTOR-OWNED ELECTRIC UTILITIES **32 - 33**
FLORIDA NATURAL GAS ASSN. **22**
FLORIDA PORTLAND CEMENT DIVISION **27**
FORMAT — 10 **37**
GEM ALUMINUM PRODUCTS, **31**
HARRIS PAINT COMPANY **24 - 25**
JOE PAYNE & SON, INC. **39**
KOPPERS COMPANY, INC. — DANTZLER LUMBER & EXPORT CO., INC. **40**
LAMBERT CORP. OF FLORIDA **59**
MERCER PLASTICS CO., INC. **6**
ORLANDO UTILITIES **57**
PPG INDUSTRIES **28**
PAXSON ELECTRIC CO. **35**
PORTLAND CEMENT ASSN. **30**
RICHARD PLUMER BUSINESS INTERIORS **26**
SOLITE CORPORATION **23**
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TITUSVILLE NURSERY **38**
TSCHIRGI-HUNTER CONST. CO. **35**
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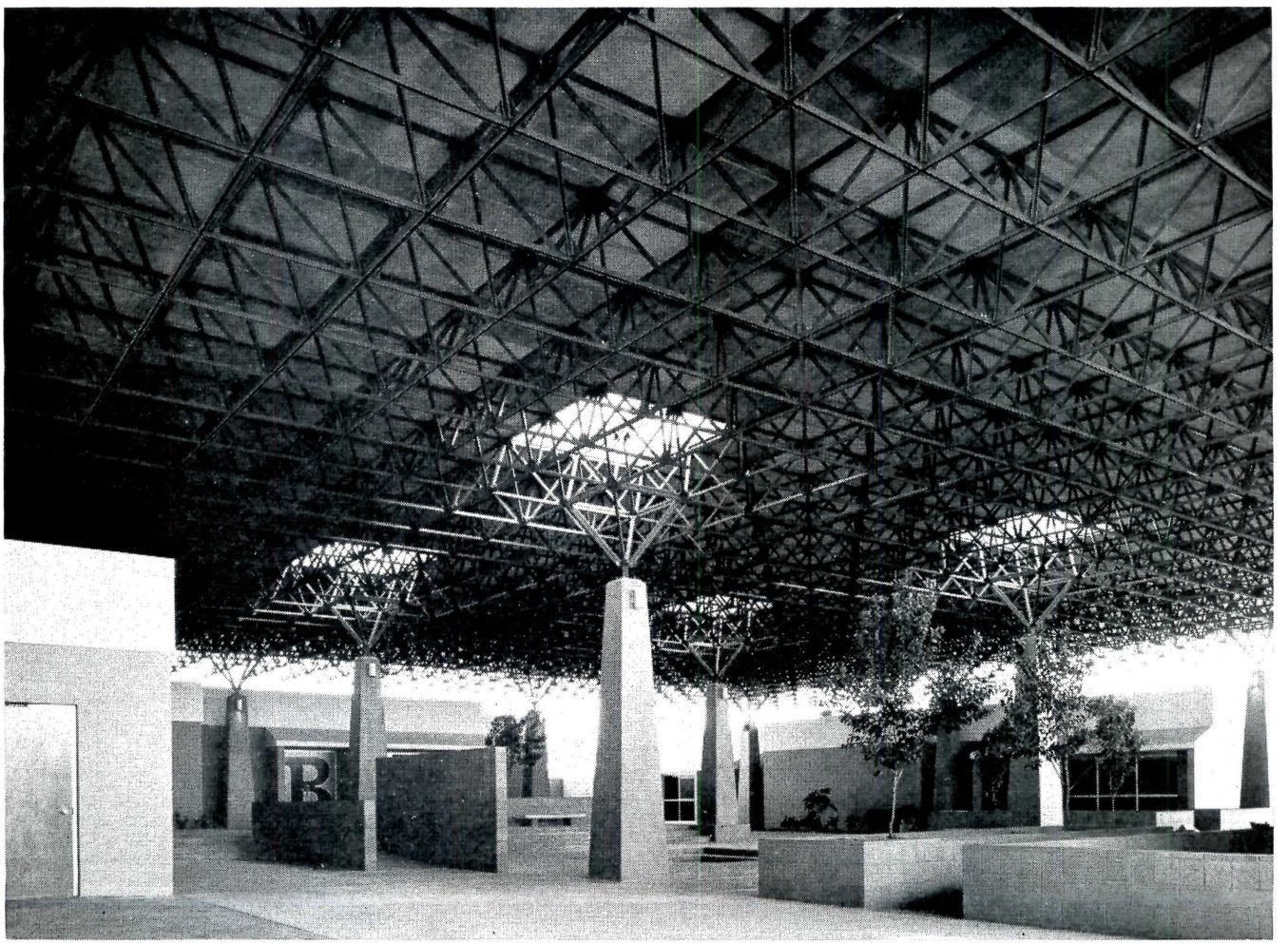
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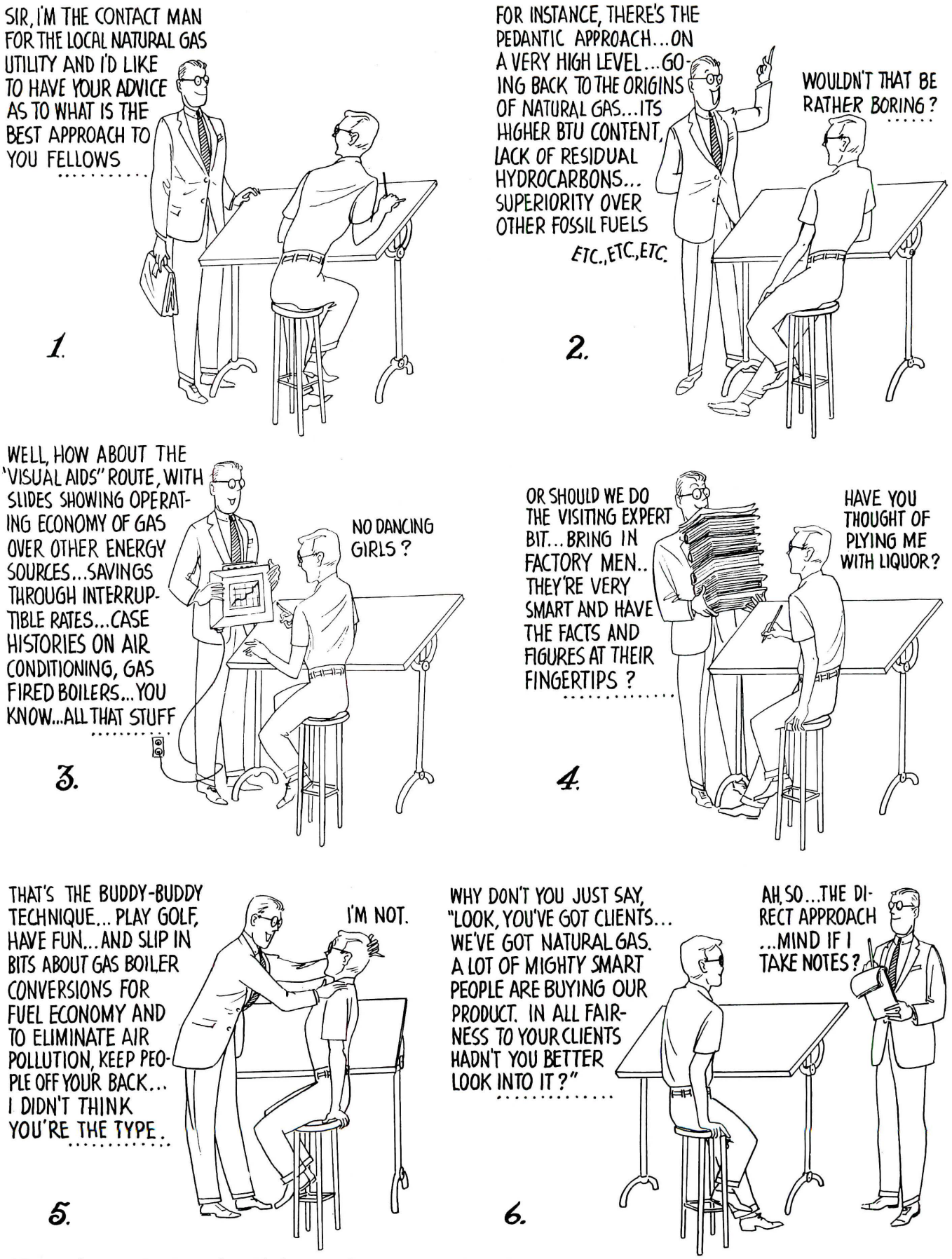
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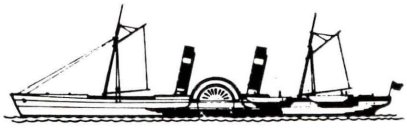
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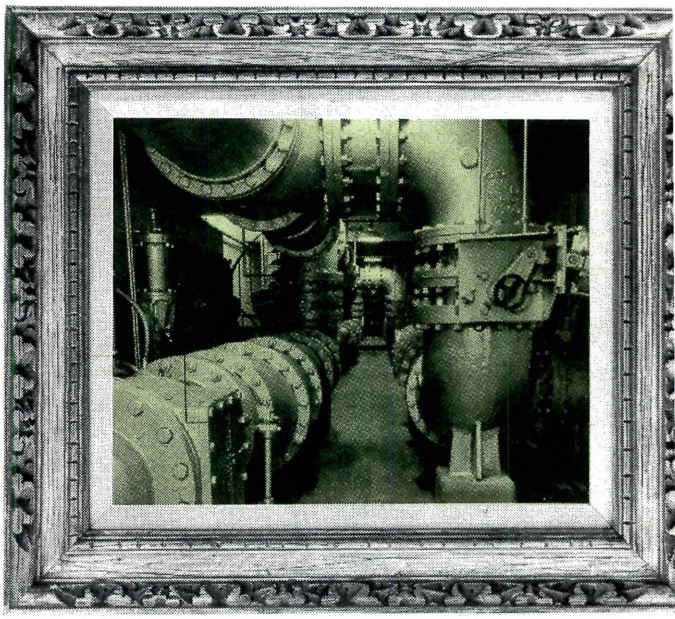
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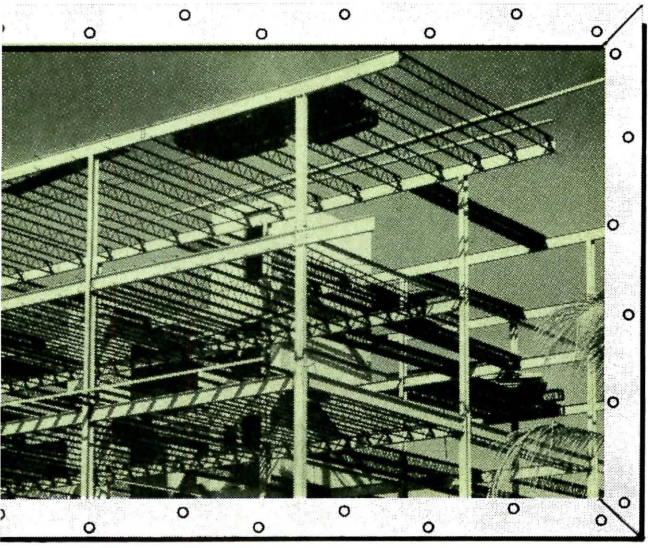
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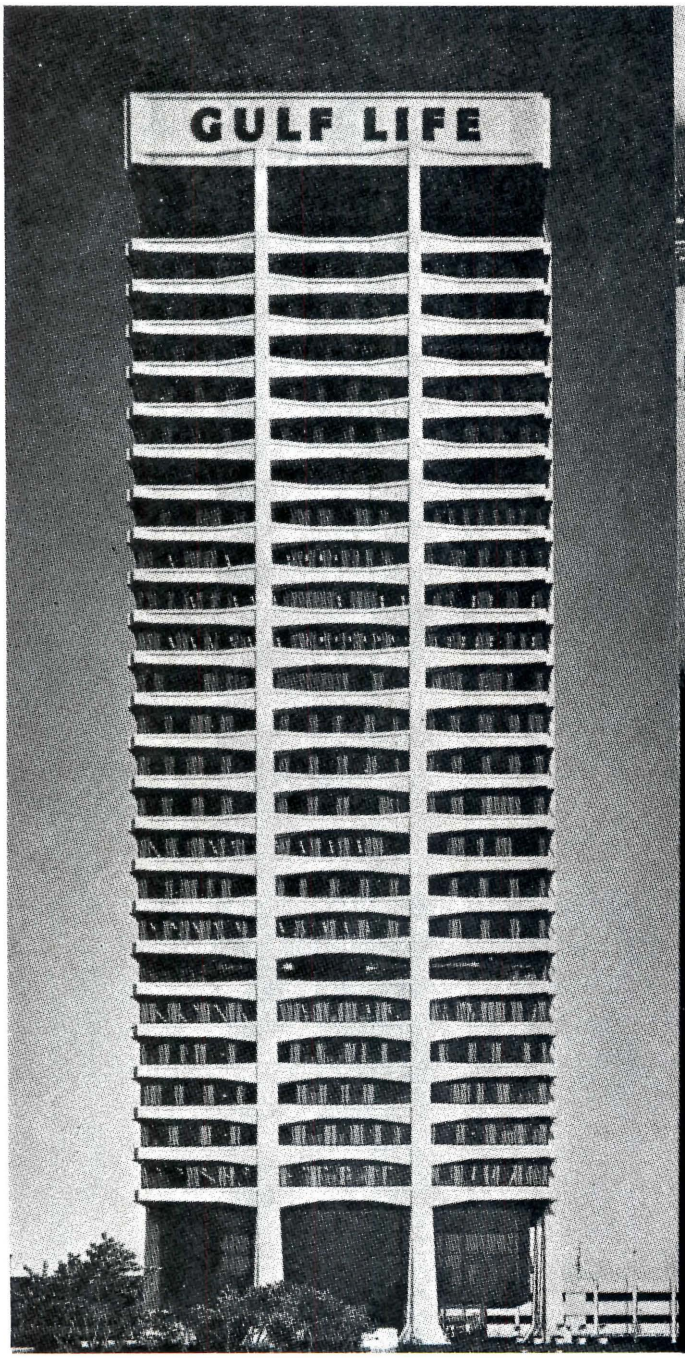
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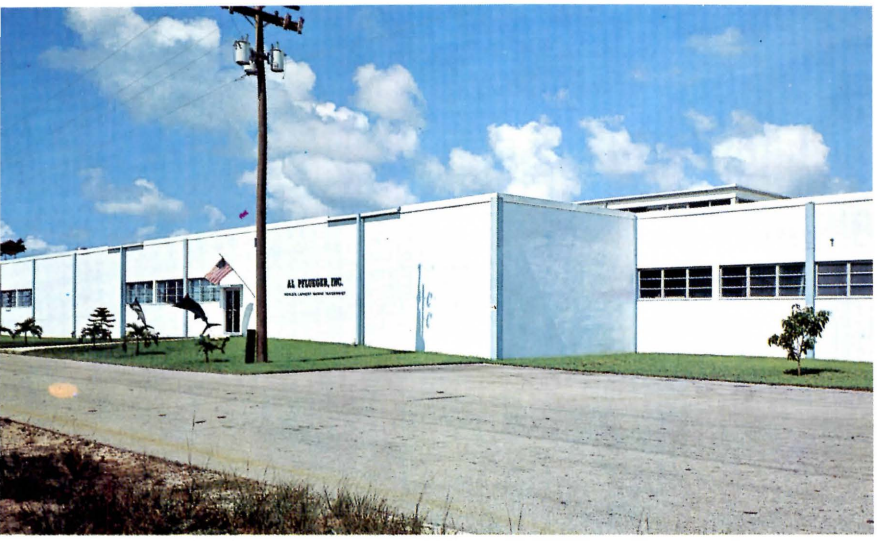
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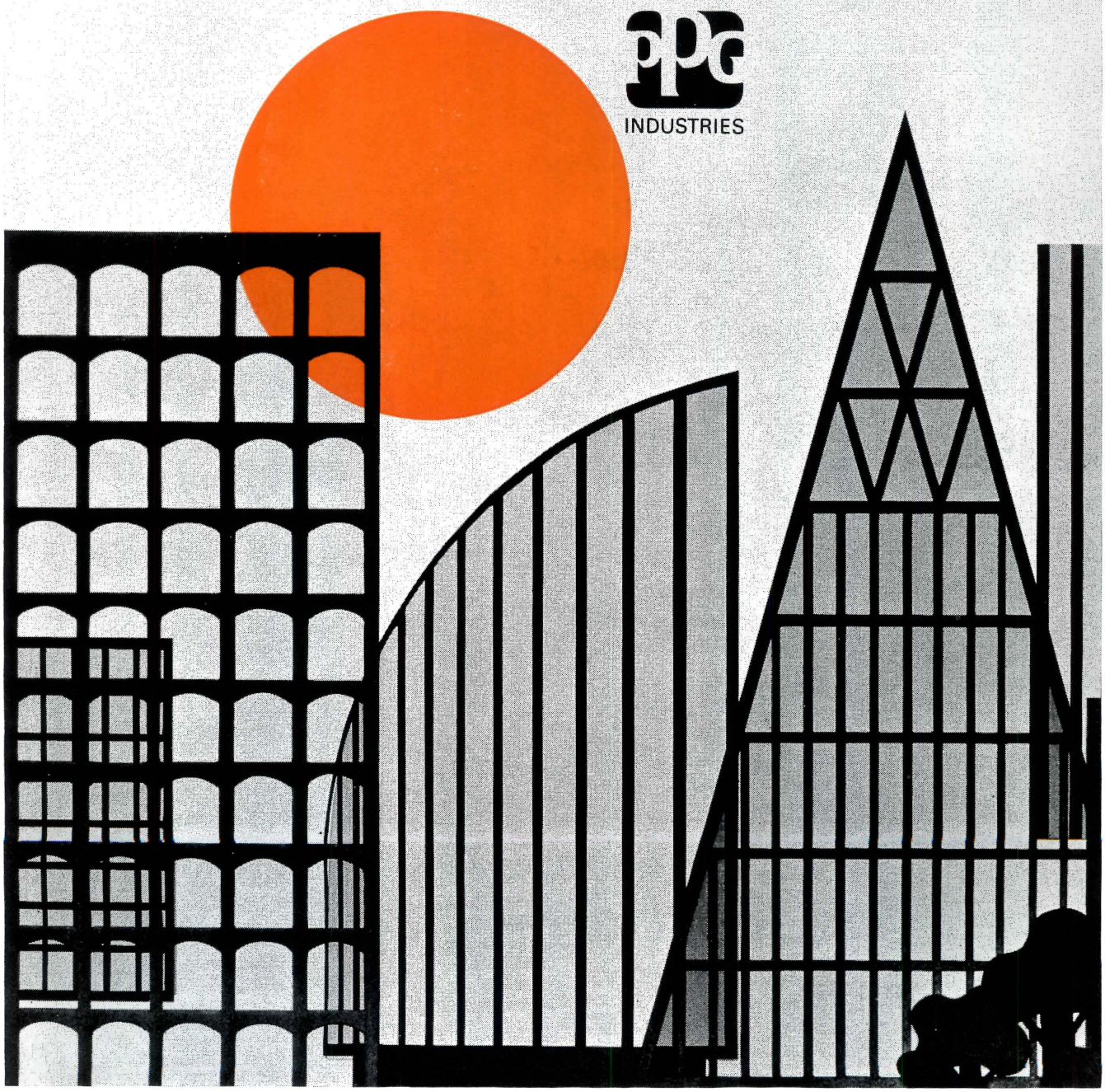
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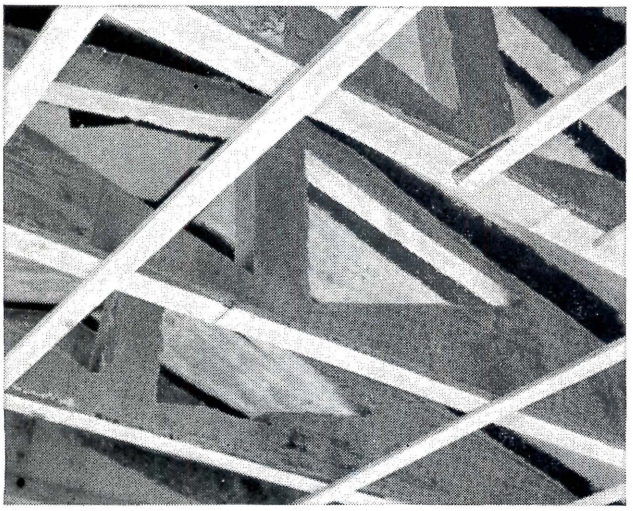
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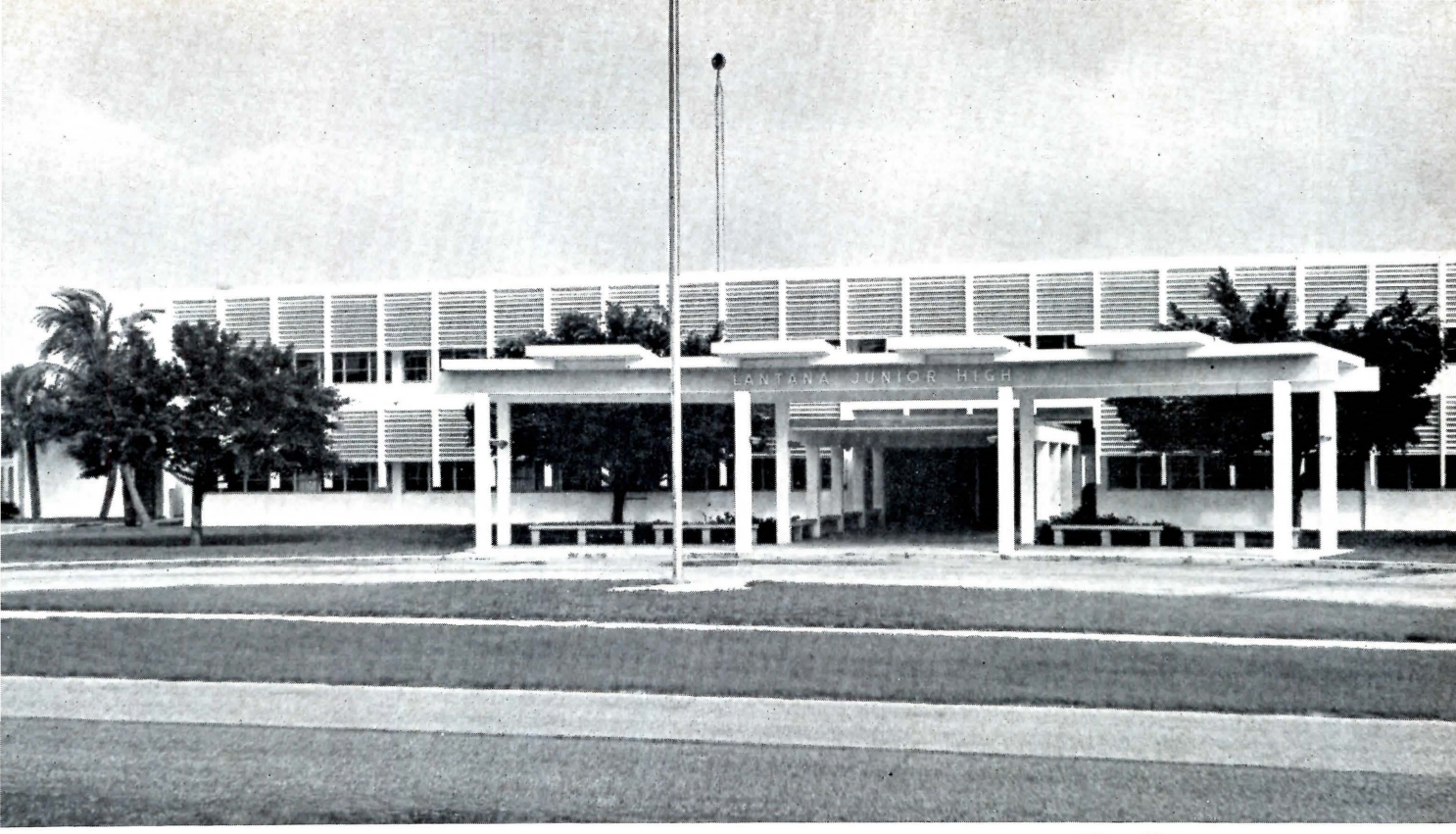
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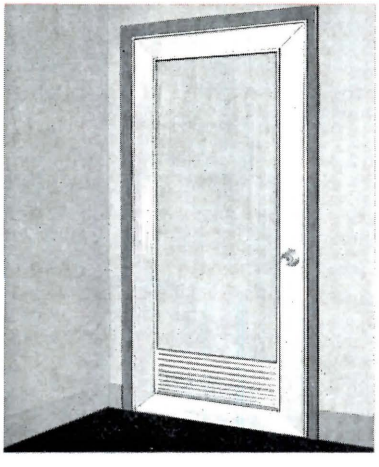
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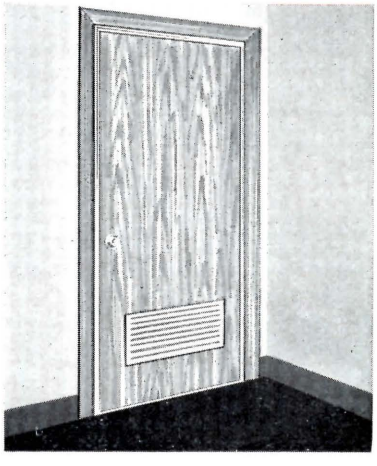
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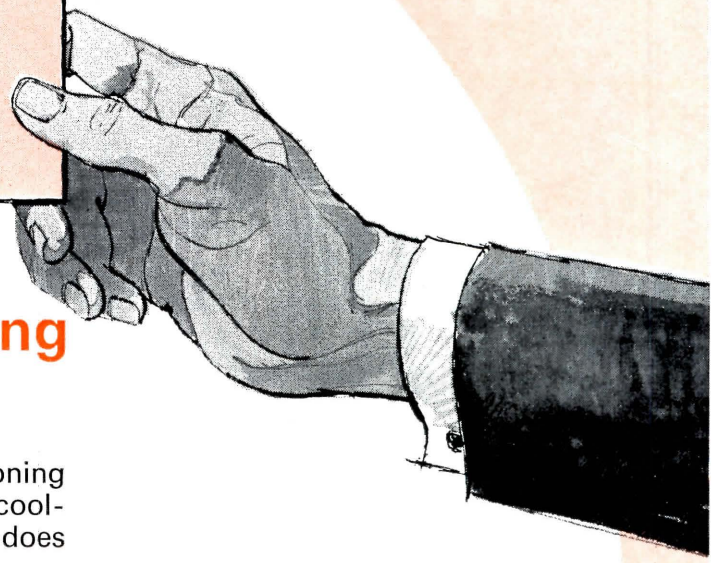
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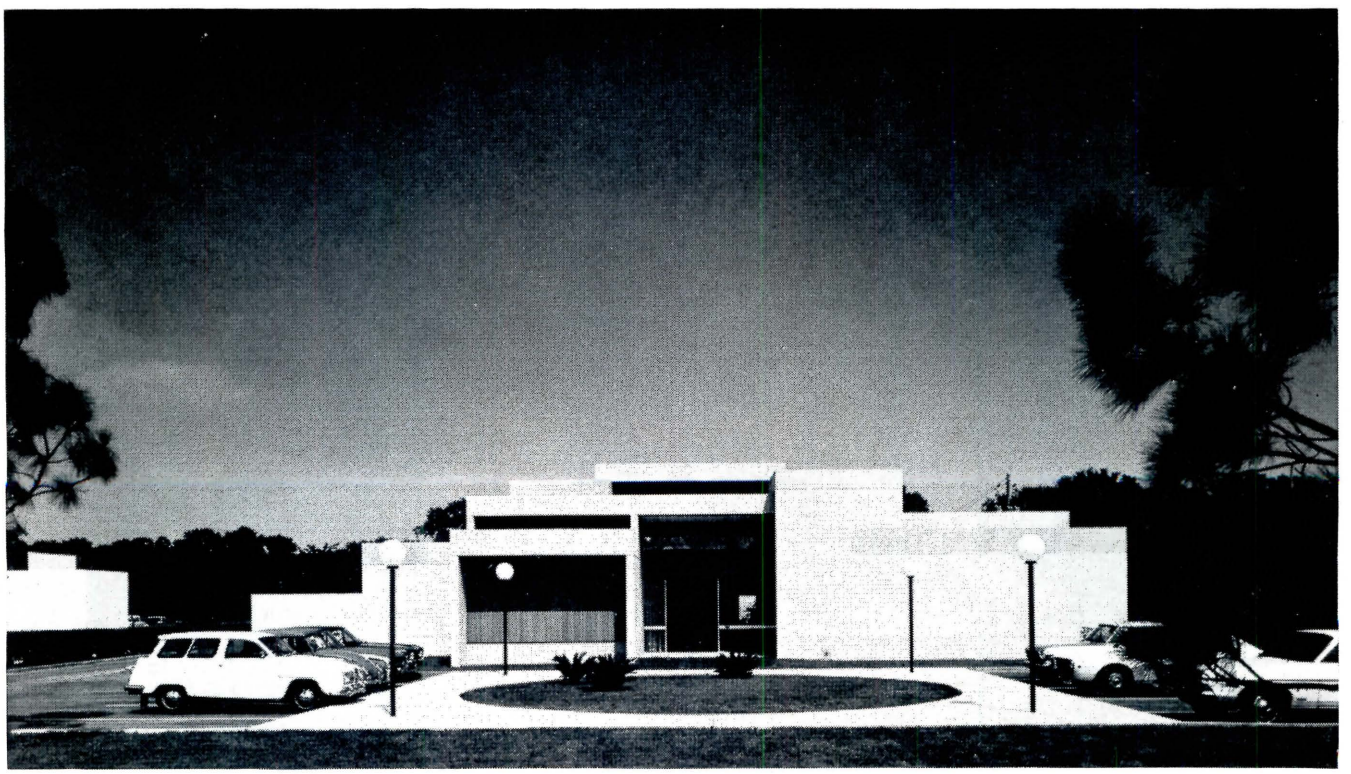
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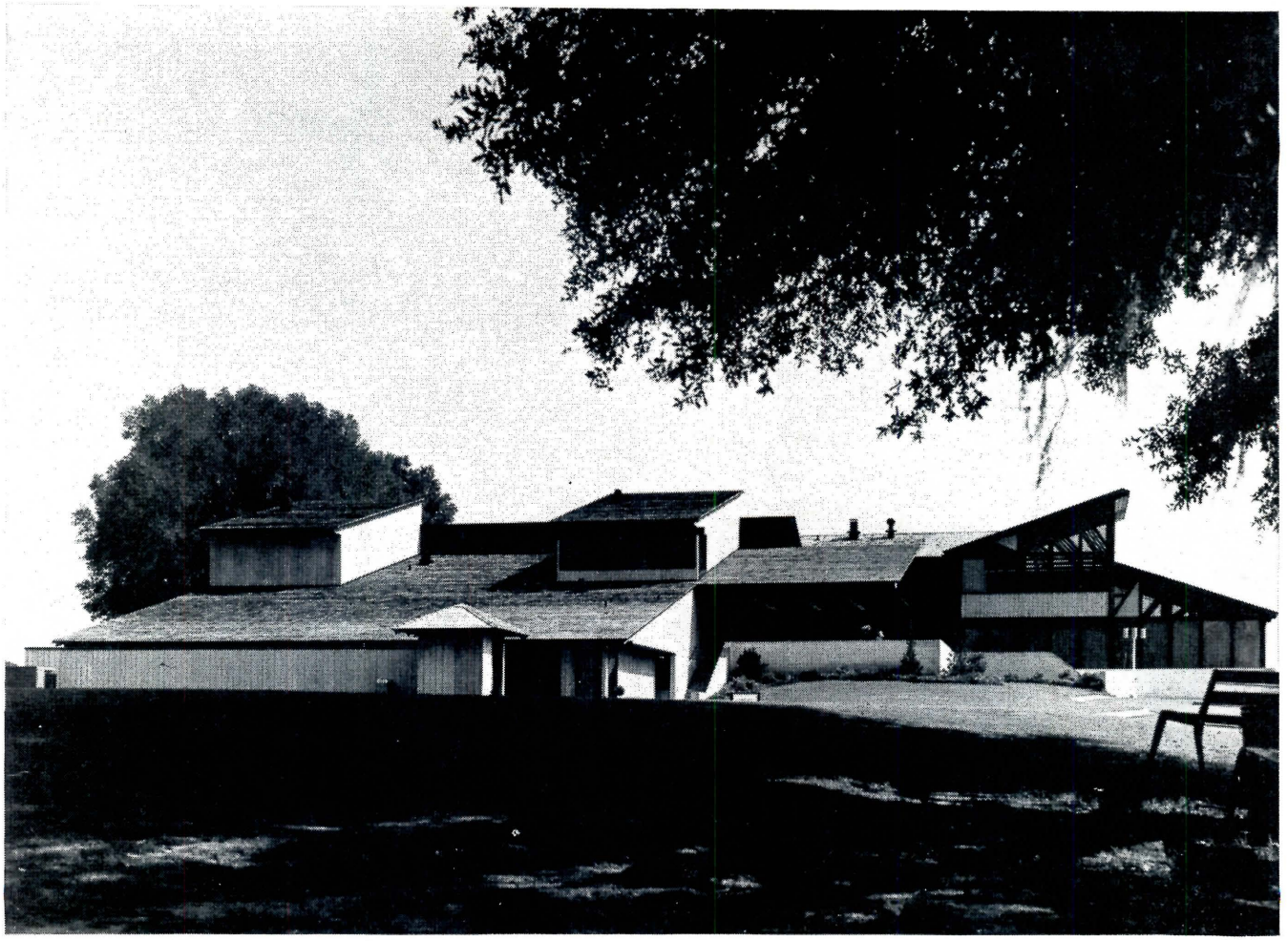
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Congratulations on an Award winning design for the Killearn Golf and Country Club

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Research at the University of Florida

In a long dormant corner of the University of Florida campus, rumblings of research are erupting that may change concepts in man-made environments.

The search for new light in modern living is being carried on by architects, artists and specialists in building construction, lighting and even music instruction.

Catalyst for the research is William G. Wagner, an associate professor of architecture, who directs the not-so-well-known Bureau of Research in the College of Archiecture and Fine Arts.

Wagner explained that although the bureau was established 20 years ago, it remained inactive until two months ago when it became a budgeted unit.

The bureau acts as a clearing house for College of Architecture and Fine Arts personnel who wish to engage in research.

One such research project—by faculty members in architecture and building construction — is exploring the feasibility of an underfloor air distribution system for conditioning Florida homes. At present, the system utilizes wood framing, eliminating duct work.

The project, which renewed interest in research in the areas of architecture and fine arts, began under a series of grants, totaling $92,000, from the U. S. Forest Service. The objective of the project, begun more than a year ago, is to determine the performance of an underfloor air distribution system using wood floor framing.

Continuel on Page 39 ➟

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RESEARCH AT U.F.
Continued from Page 38

About 150 temperature and moisture probes are distributed throughout the 1,900 sq. ft. building to determine building materials performance as well as humidity, temperature and air movement inside the rooms as related to human comfort.

Research in interior design to determine effective lighting in both atmospheric and critical situations is being conducted by James McFarlane, assistant professor of architecture, using a composite model to study and analyze light in space with color.

A project that may make teaching music more meaningful to children in the lower grades is being conducted by James Hale, associate professor of music.

Hale explains that modern methods of teaching elementary age students music leave out the bass part of compositions. But he believes it is important to include the bass so the child will receive a full awareness of the musical scale while he is young.

To help teach bass early, Hale is developing a prototype instrument which includes the five basic tones usually associated with children's music. The instrument and music will be color coded for ease in teaching early primary, handicapped and brain-damaged children to play simple tunes.

Byron Prugh, associate professor of building construction, is working to make construction slopes safer. His project involves development of a method of soil analysis to determine how the ground can be excavated to avoid cave-ins and landslides when foundations are being dug.

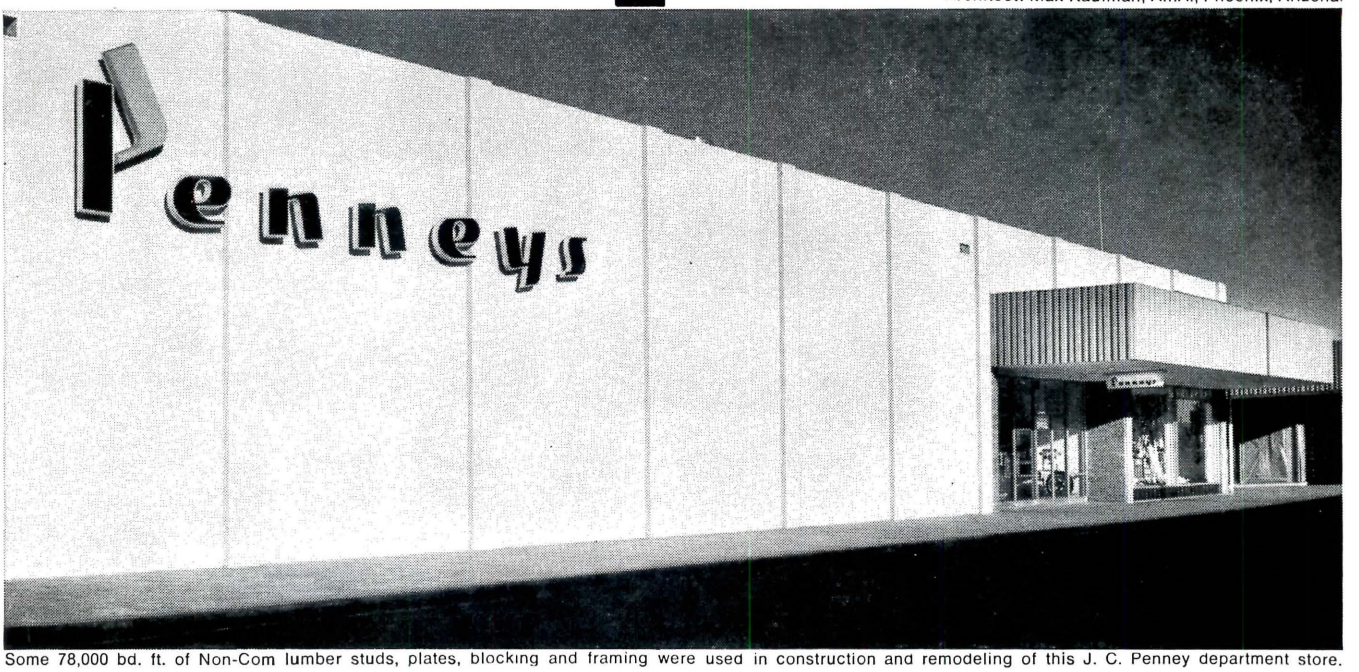
Leland Shaw, assistant professor of architecture, has been involved with designing an adaptive playground for pre-school age, physically handicapped children. His research has been in the area of perception, using forms, texture and colors to provide a stimulus and reinforcement for the perceptually handicapped child.

The objective of his research is to create a therapeutic environment with equipment of unique design to help the child improve his motor perception. ■

The Florida North Central Chapter, AIA has established an Award for "Excellency in Draftsmanship." The Tallahassee Chapter has requested the FAAIA to consider this Award for State-wide competition.

Koppers fire-fighting super wood

Architect: Max Kaufman, A.I.A., Phoenix, Arizona.



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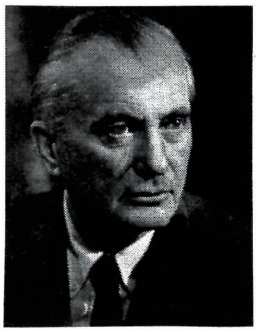
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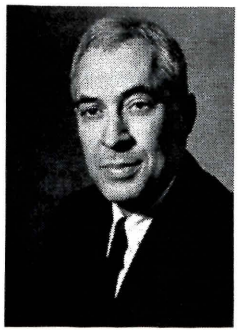
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These Three Men



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Boston, Mass.



CHARLES COLBERT, FAIA
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ROBERT L. GEDDES, FAIA
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Selected these projects for HONOR AWARDS:

Imperial Estates Elementary School
Titusville, Florida
Architects: Lemon & Megginson

Headquarters, West Coast Chapter
Associated General Contractors Assn. of America
Tampa, Florida
Architects: McLane, Ranon, McIntosh & Bernardo

Killearn Golf & Country Club
Tallahassee, Florida
Architects/Engineers: Barrett, Daffin & Coloney

Sebastian Trovato Residence
Miami, Florida
Architects: Milton C. Harry & Associates

And these for MERIT AWARDS:

Sarasota City Hall
Sarasota, Florida
Architects/Engineers: West/Conyers

Lynndale Homes
Dade County, Florida
Architects: Russell-Melton Associates

Place-by-the-Sea Apartments
Atlantic Beach, Florida
Architect: William Morgan, AIA

Miami Lakes Senior High School
Hialeah, Florida
Architects/Engineers: Greenleaf/Telesca

George A. Smathers Plaza
Miami, Florida
Architect: Robert Bradford Browne, AIA

GENERAL COMMENTS

The Jury selected four projects for honor awards and five for merit awards.

We noted, with surprise, that no buildings accommodating commercial activities survived the selection, and that four of the nine awards were for public buildings and three for group housing.

Honor Award

Imperial Estates Elementary School

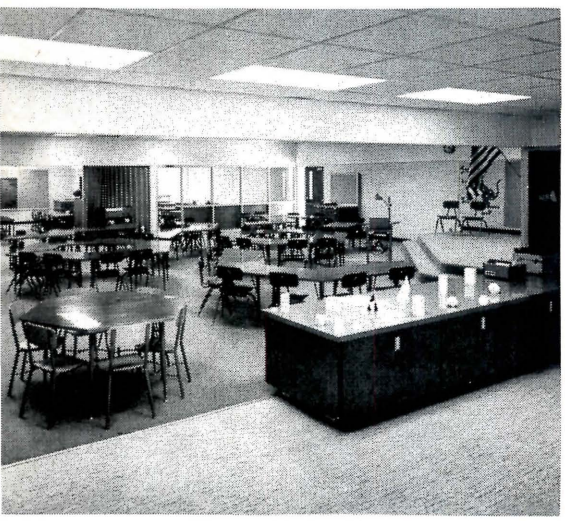
Titusville, Florida

ARCHITECT:
Lemon & Megginson, AIA
DESIGNER:
Clyde Brady, RA
CONTRACTOR:
Tschirgi & Hunter

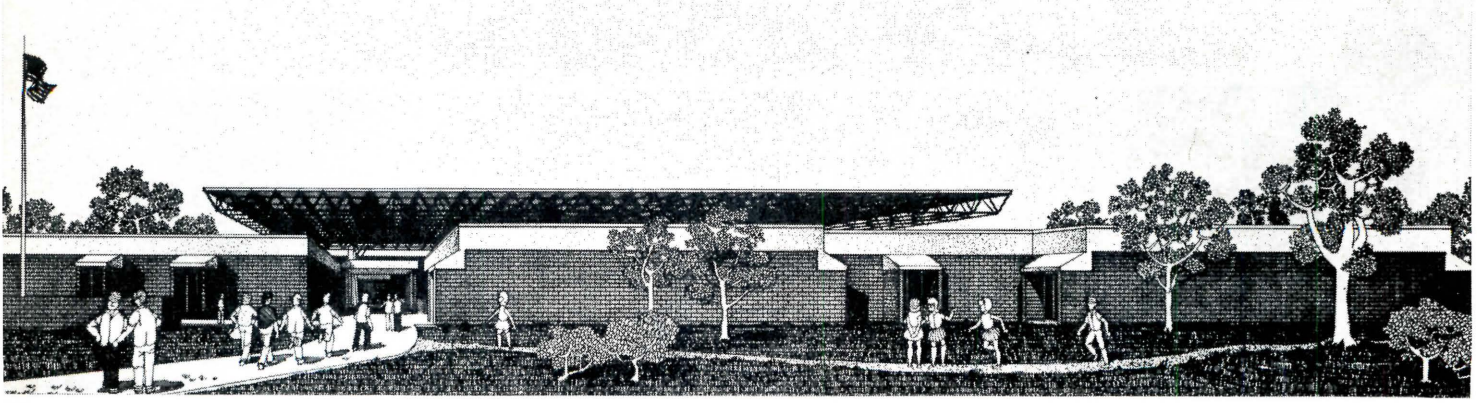
Recently developed educational specifications for Brevard County elementary school describe the need for complexes of space suitable for housing a teaching team, 120 students, and virtually all required facilities within a complex of spaces for 120 students. Six such complexes comprise a plant for 720. The program's space allocations suggest a school-within-a-school approach as an architectural solution.

Food service from portable serving equipment is planned to travel around to each complex at 20-minute inter-





Photos by Keith Yeany

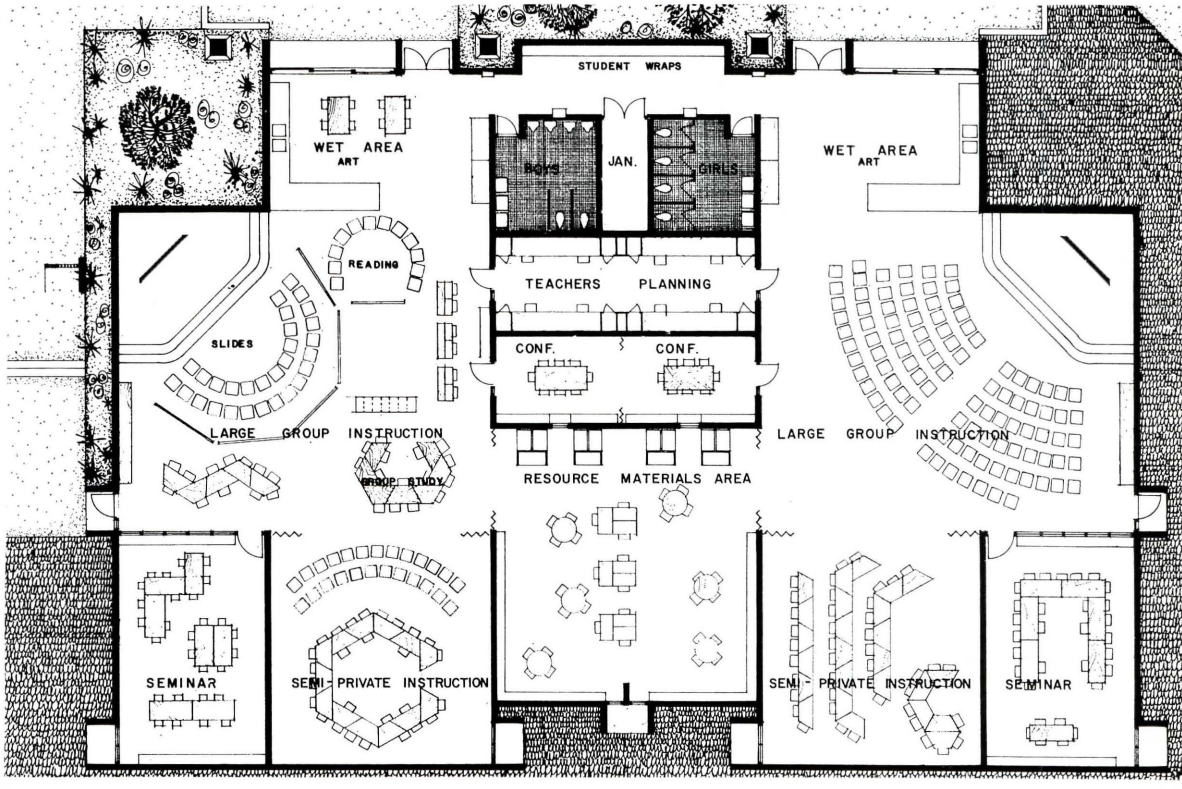


vals, using hot/cold carriers dispatched from a prep-kitchen at a nearby elementary school. The serving kitchen is designed and located so that serving and eating may take place in the court as well as within the six complexes. ■

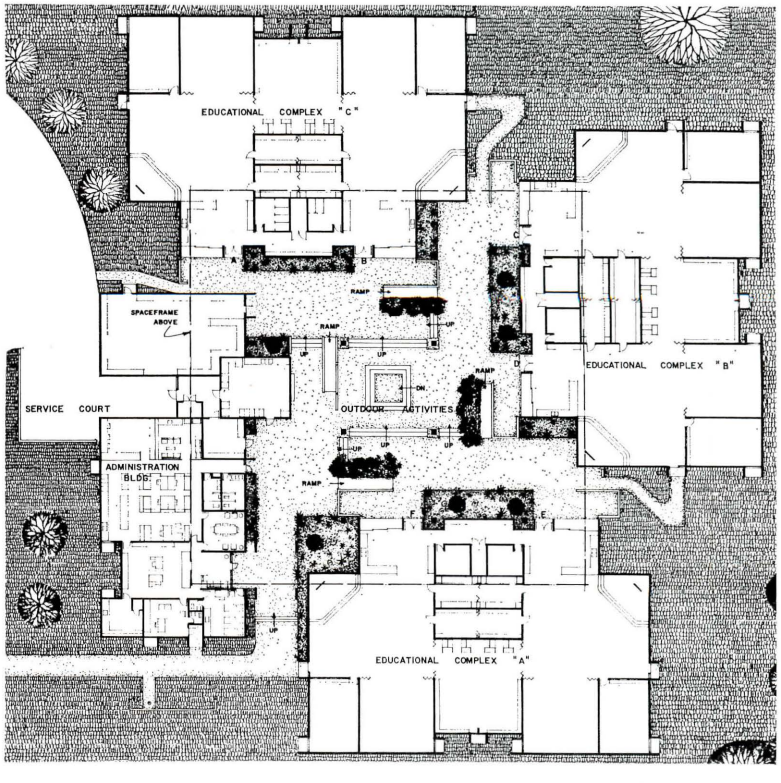
JURY COMMENTS

We believe that this is the most significant project in its potential to shape human life. The central open area sheltered by a space frame, while not without percursors, is an innovative idea appropriate to Florida. It provides an environment that can affect educational method for the students fortunate enough to attend this school. Also, every part of the inner educational spaces of the school is handled with loving care. Not only the architects, but the educators responsible, deserve high commendation for their willingness to accept innovations of substance.

TYPICAL EDUCATIONAL COMPLEX







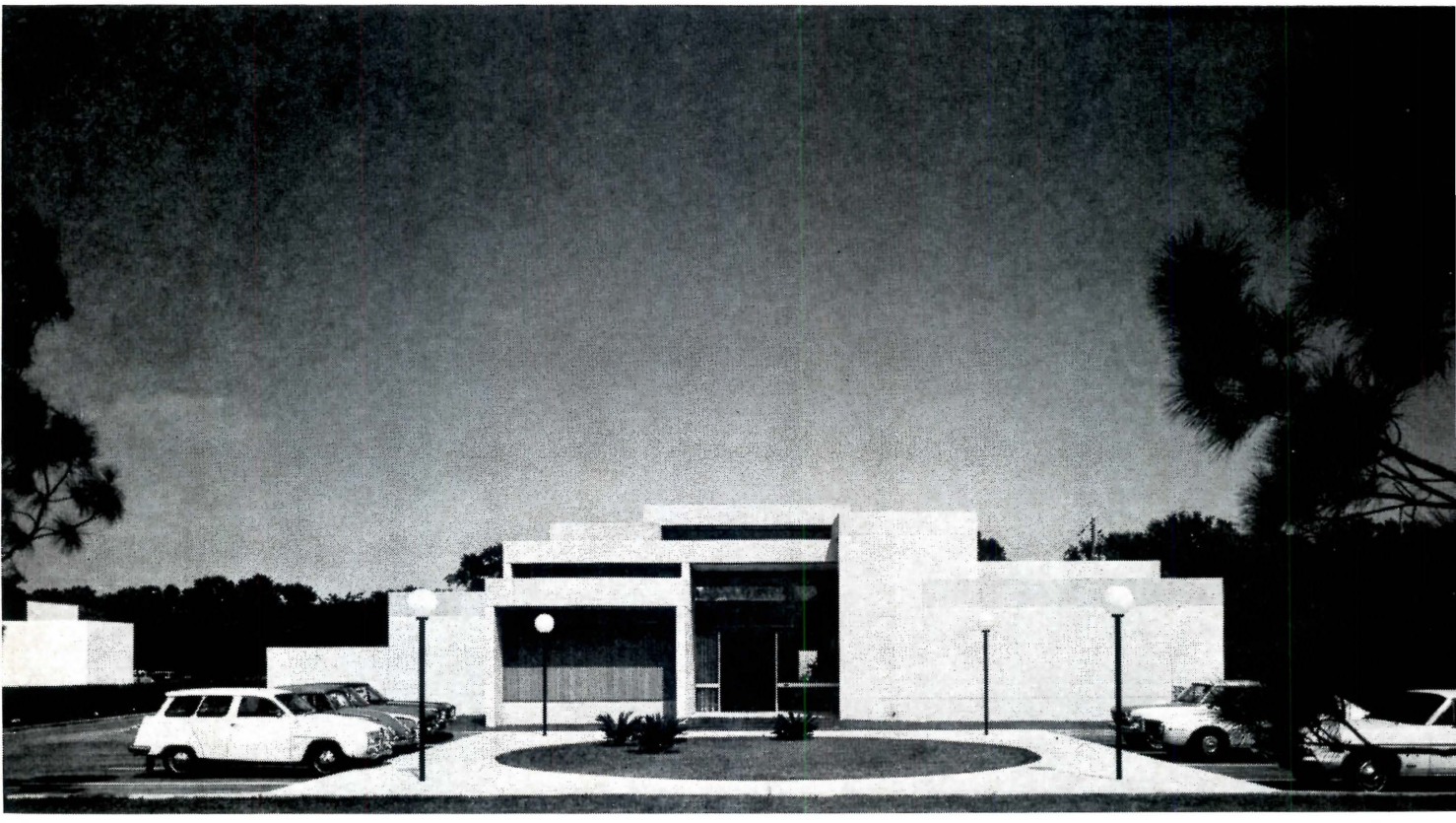
OVERALL PLAN ⟶

Honor Award

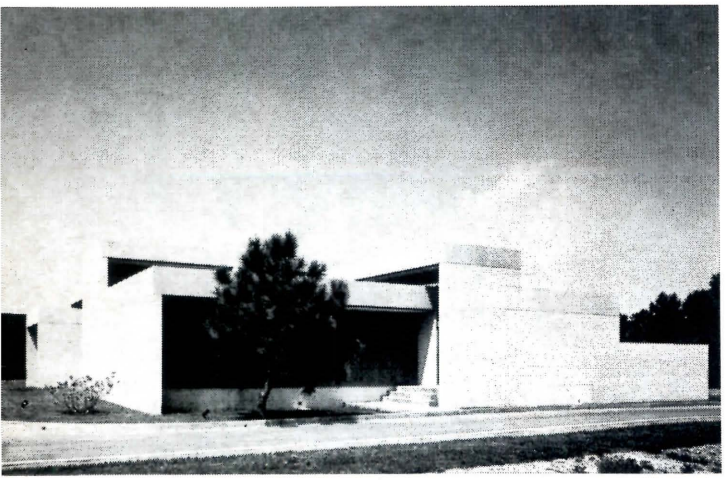
Headquarters, Florida West Coast Chapter, Associated General Contractors of America

Tampa, Florida

ARCHITECT:
McLane, Ranon, McIntosh and Bernardo
DESIGNING ARCHITECT:
Rick Rados
CONTRACTOR:
Alfred S. Austin Construction Co., Inc.



Photos G. Wade Swicord





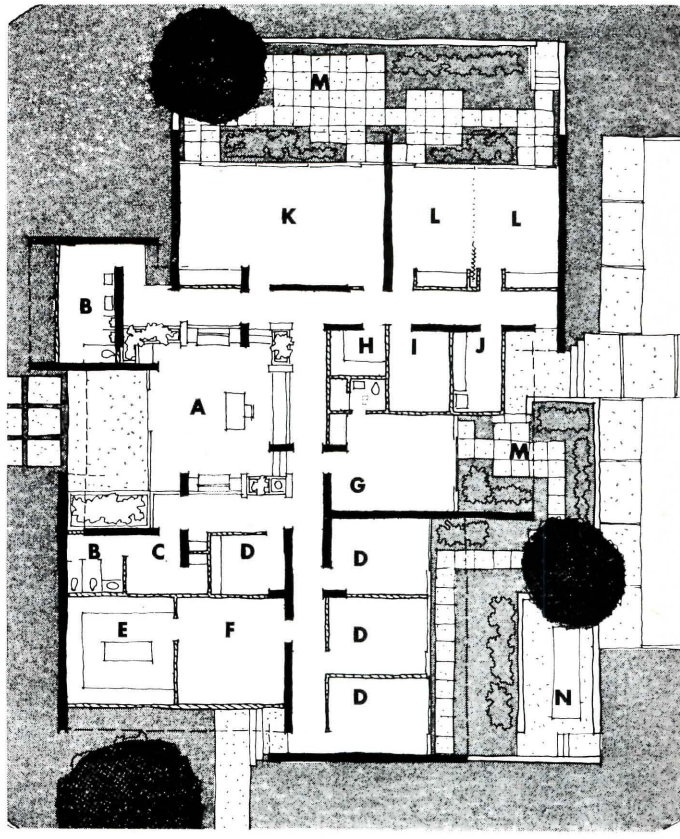
The program required an office and conference center in which the Association will carry out their routine administrative functions as well as labor negotiations and apprentice programs. They expressed a desire for a relaxed atmosphere in a structure which would be exemplary of the construction industry's highest standards.

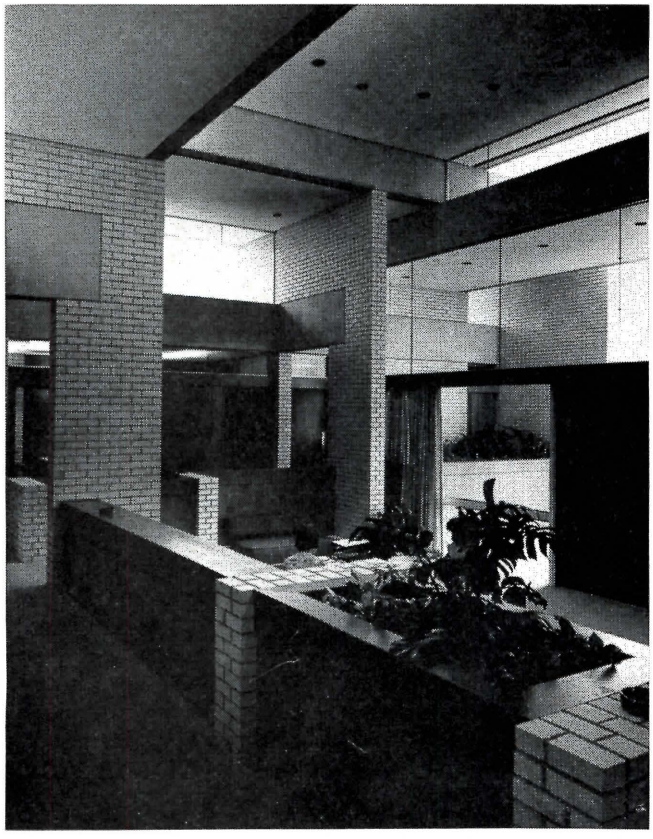
The plan groups offices, conference rooms, and other spaces around a central reception space where all corridors originate as low open balconies. The raised roof levels which provide natural light to the corridors converge at the reception space. The convergence of the raised roof levels upon the reception space provides this area with natural light and the spatial strength necessary to make it the visual, as well as functional, hub of the structure. ■

JURY COMMENTS

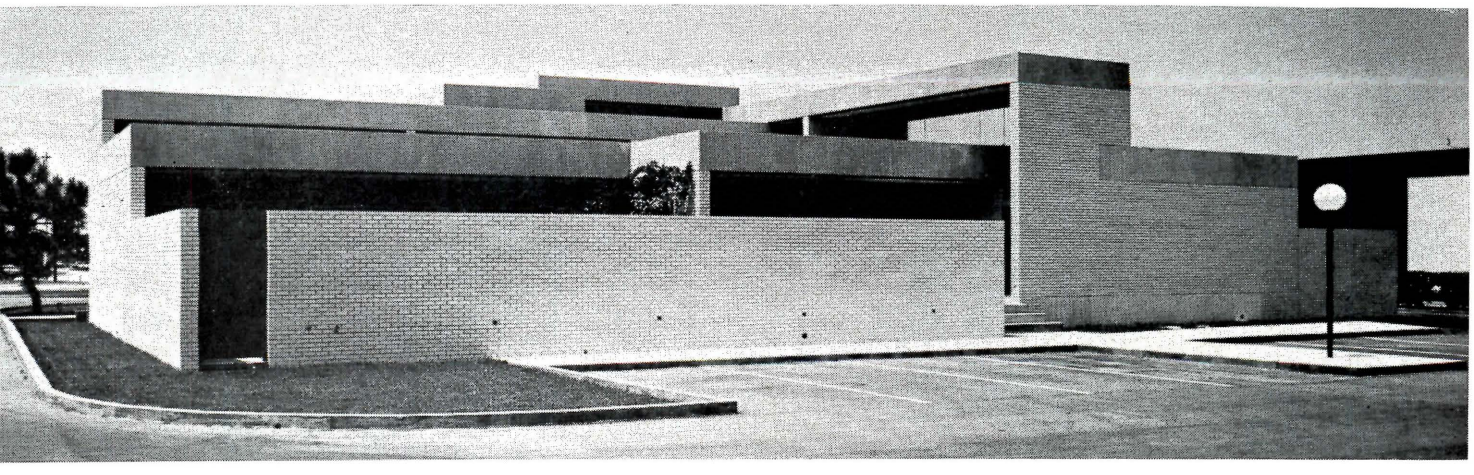
The small office headquarters is an interesting tiering of structural elements to provide highly controlled natural light. In sheer craftsmanship of space organization and clarity of detail, this little building stands out as expressing extraordinary coherence of purpose. The clients took a deliberate risk of excellence and will reap long-term benefits.

FLOOR PLAN





A. Reception
B. Toilet
C. Lounge
D. Offices
E. Work Room
F. Clerical Office
G. Executive Director Office
H. Kitchen
I. Mechanical Equipment
J. Janitor
K. Board Room
L. Conf./Classroom
M. Courtyard
N. A/C Condenser



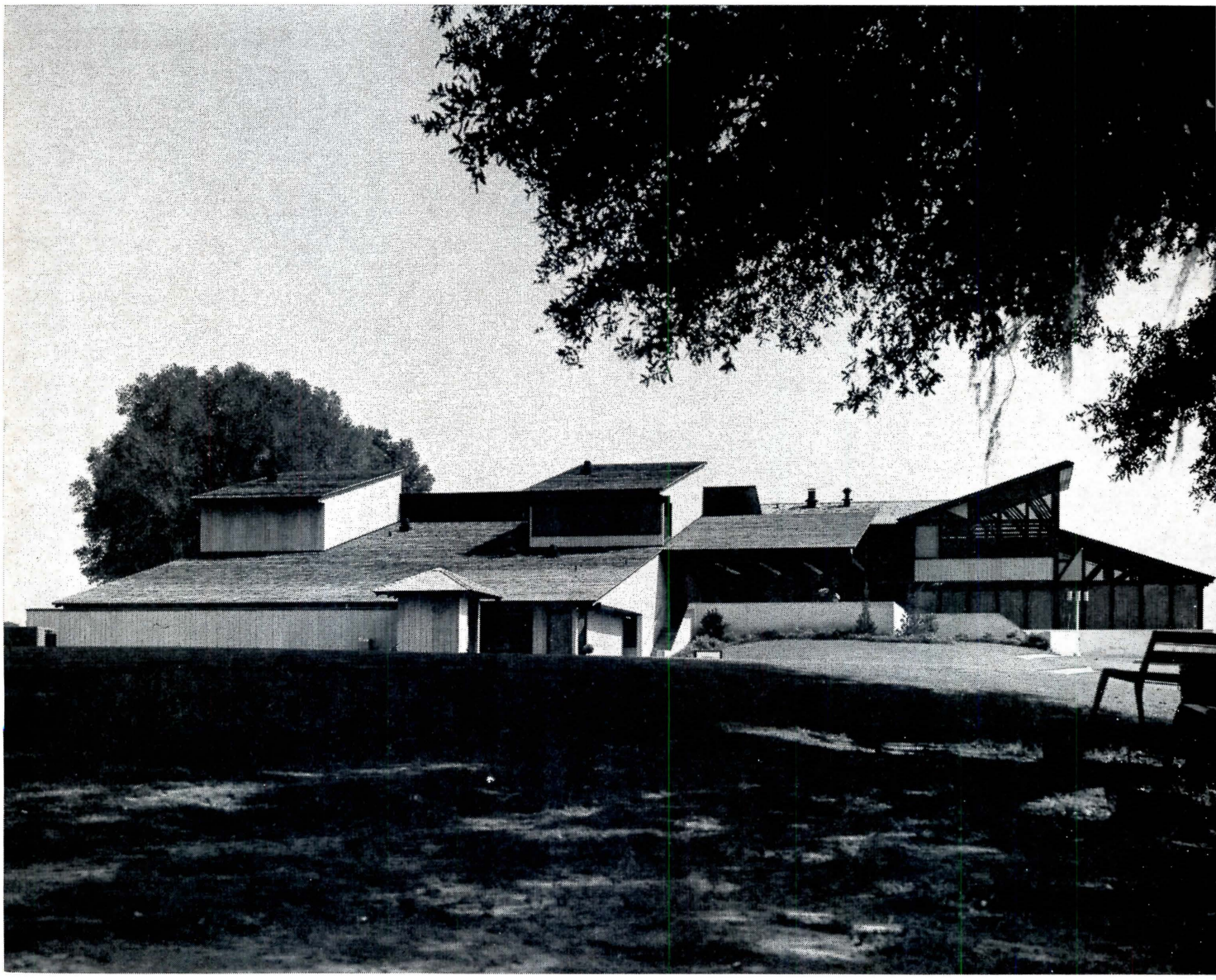
Honor Award
Killearn Golf & Country Club

Tallahassee, Florida

ARCHITECTS/ENGINEERS:
Barrett Daffin & Coloney
CONTRACTOR:
Albritton-Williams, Inc.

The design concept developed from studies of the approach to the building site. The massing of the building and its lines continue the lines and direction of the hill. Through this sequence of movement up the hill, the viewer follows the gentle rise of the land which culminates in the building itself. The extensive use of exposed wood for columns, trusses and siding reinforces this repose with the site. The building culminates the hill.

Upon entering a major space, the antithesis of this repose comes into play.



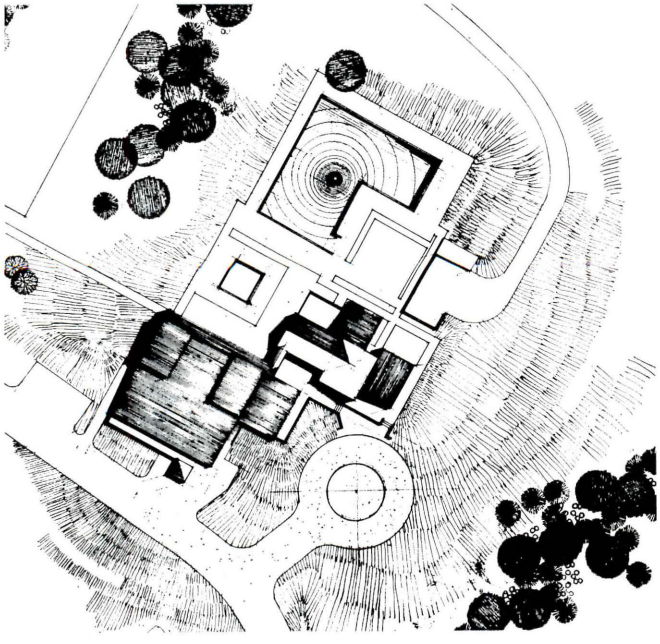
Glass walls that were opaque on approach reveal the view that you were not aware of. The interiors employ a very strong use of raw color on the horizontal plane and are like a slap in the face upon entrance; but once you have been seated, the stronger repetition of the structural modules and the extensive use of wood, refocus the viewer's attention to the site to complete the cycle and return to repose with the completion of the site. ■

JURY COMMENTS

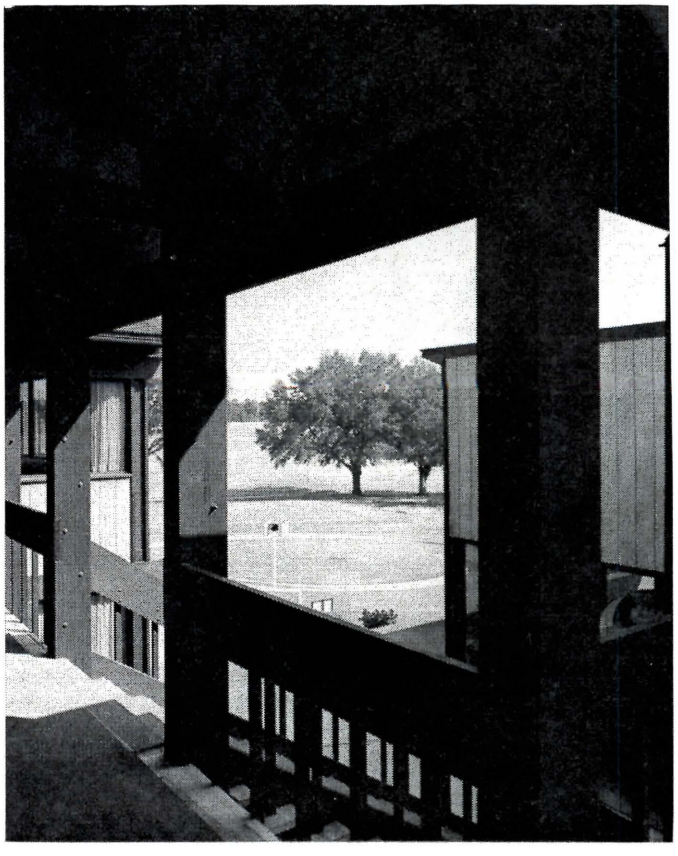
This building is a breath of fresh air in the structural organization of space. It does not belong to any design school, and it has a kind of unsophisticated exploratory quality that is part of its charm, even if marred by some discontinuities and lapses of detail. The most coherent massing is that seen from the golf course.



hotos by Richard Parks/Evon Streetman



SITE PLAN



Honor Award

Sebastian Trovato Residence

Miami, Florida

ARCHITECT:
Milton C. Harry & Associates, AIA

The owner is a painter and a sculptor. His wife, also an artist, works closely with her husband on many of his projects. Their day to day pattern — living, working, exhibiting and entertaining — all flow easily one into the other. The problem was to provide a self-contained environment which would permit this easy flow to occur.

As resolved, the major elements of the house consist of a studio, exhibit galleries and sculpture courts, all contained under a single large roof. Into these volumes are introduced mezzanines and alcoves which define areas



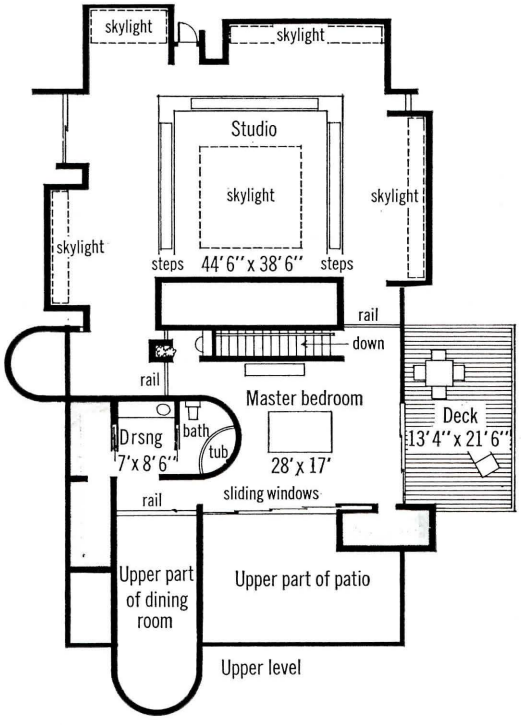


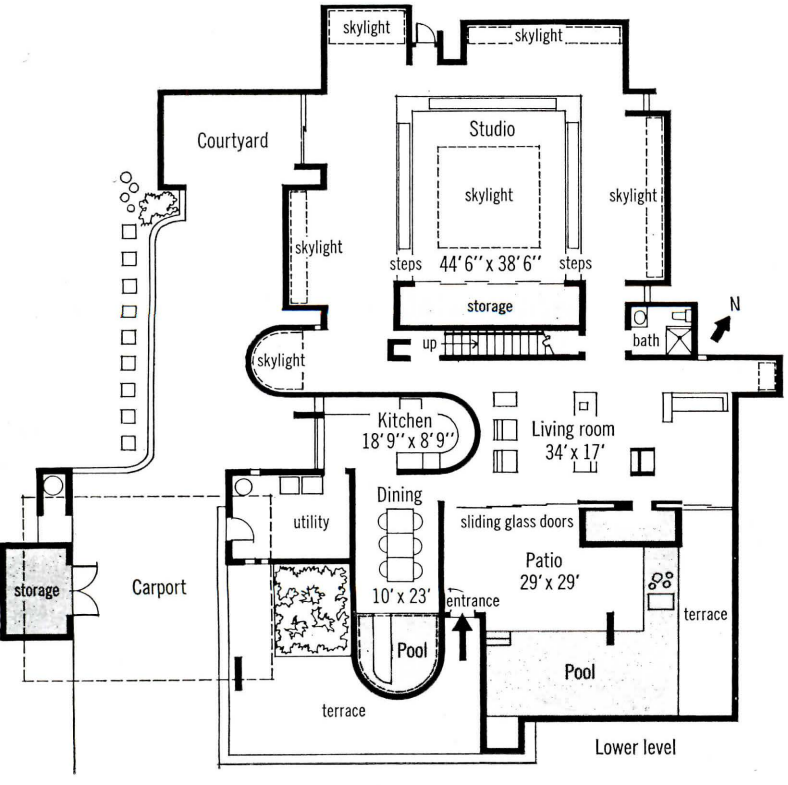
for sleeping, dining, entertaining and displaying finished work.

The site, flat pine and palmetto woodland, provided little in the way of views or vistas. It was developed primarily as a setting for the house and for outdoor sculpture. Exterior openings on the lower work and gallery level are limited to avoid distractions. The upper living level is provided with larger openings and a balcony looking into the tree tops. ■

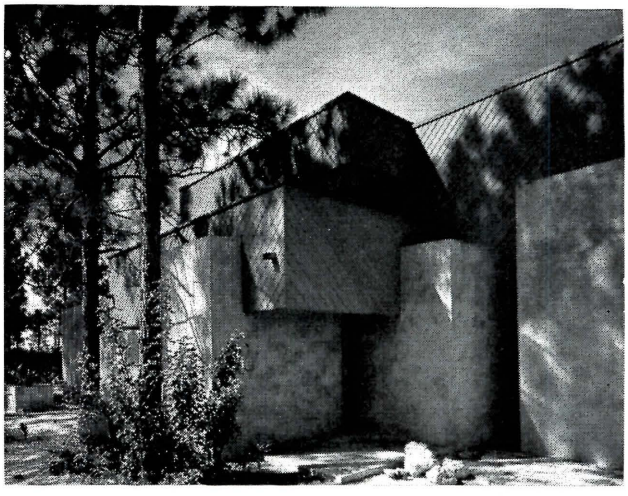
JURY COMMENTS

The Trovato Residence is a highly seductive composition that accomplishes its purpose of providing what appears to be a very accurate fit for a way of life organized around sophisticated and opulent visual effects. The forms are harmonious and well-proportioned, and the play of light is consistently developed.



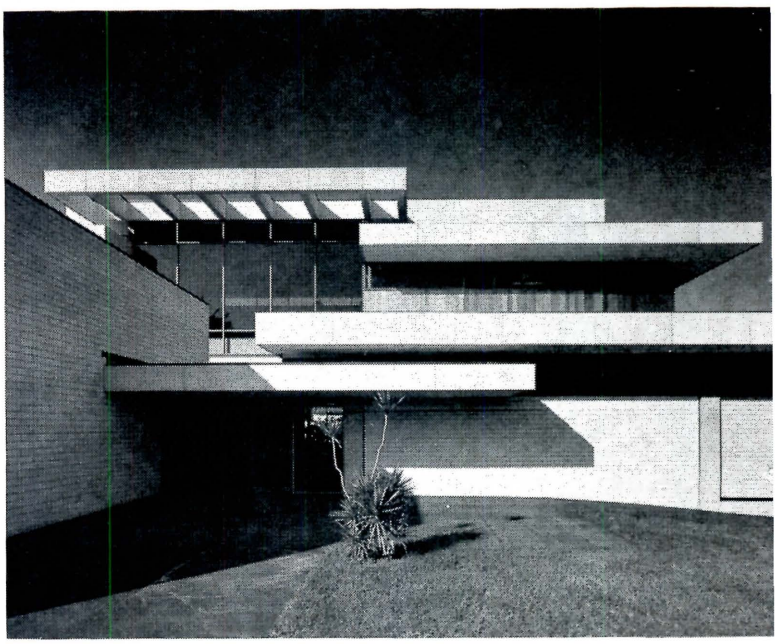


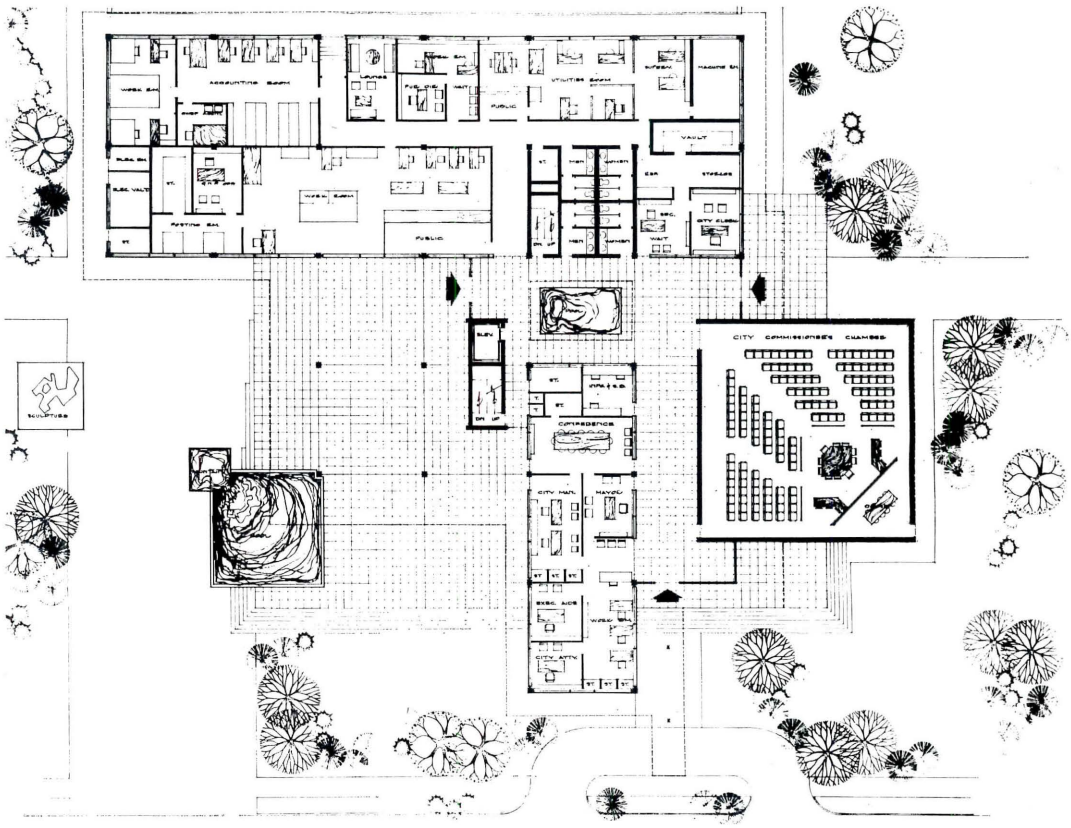
Photos by Peter R. Bromer











FIRST FLOOR PLAN

Merit Award

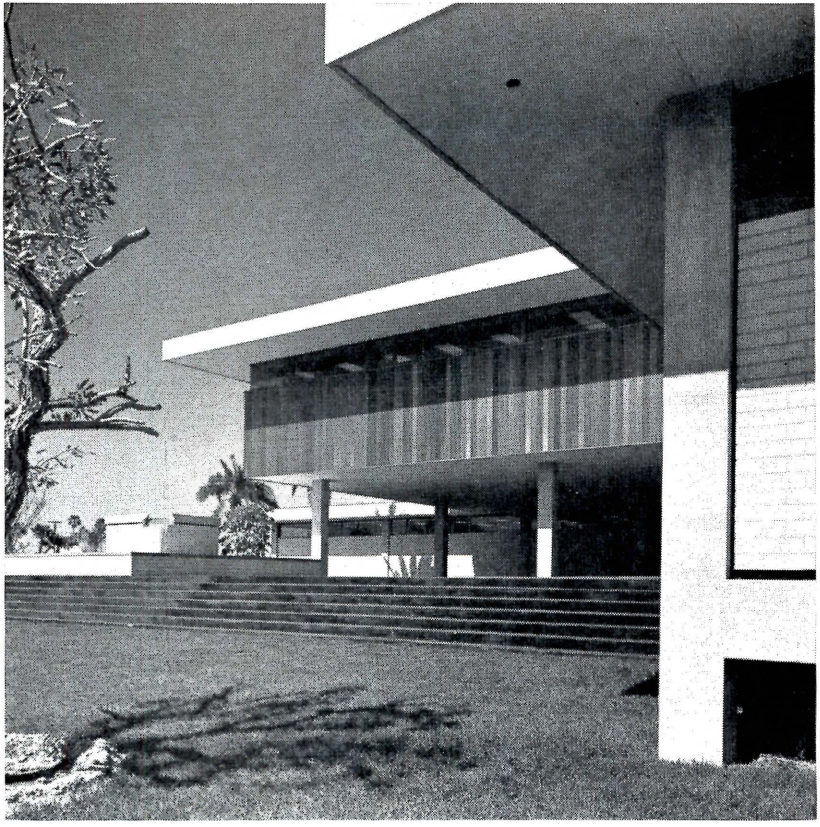
Sarasota City Hall

Sarasota, Florida

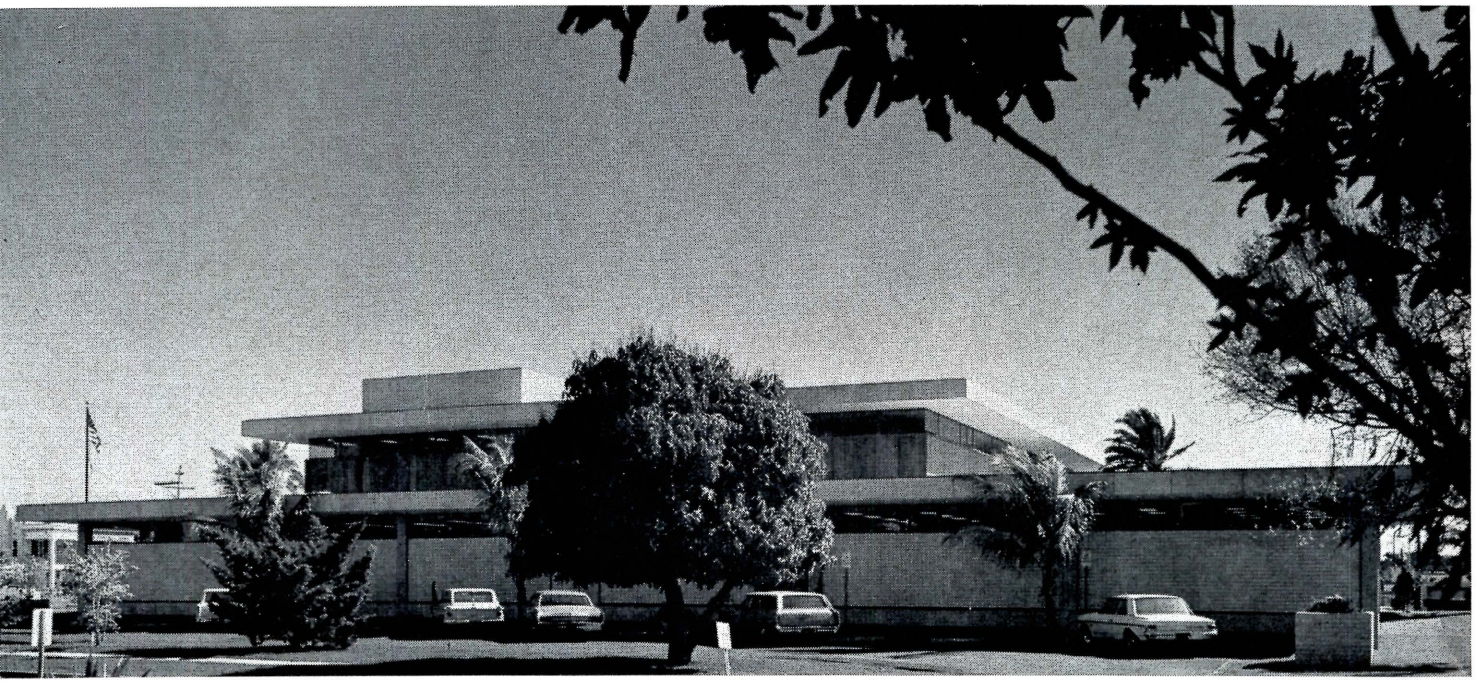
This design is an integrated building, parking, park and aims at the revitalization of a blighted downtown area. Stepped terrace parking with retaining walls to conceal the cars, with landscaping, pedestrian halls, pools and fountains all combine to achieve this.

Provided as the public meeting room is a chamber in which the role of the citizen as participant is expressed by way of a sloped floor "theatre" with the governing body function below the elevation of the surrounding electorate.

ARCHITECTS/ENGINEERS:
West & Conyers
CONTRACTOR:
E. E. Simmons

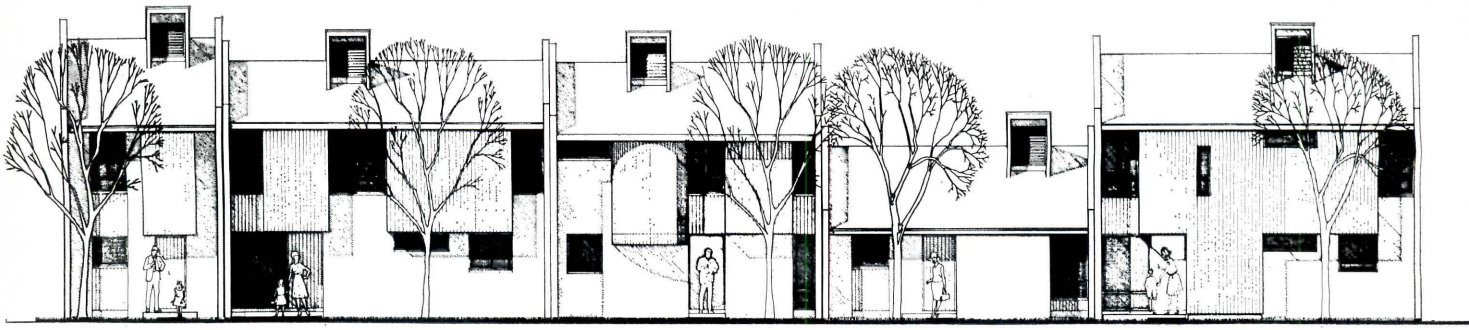


Photos Lionel Murphy



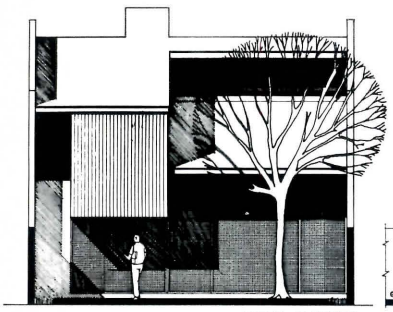
JURY COMMENTS

Sarasota City Hall is remarkable for its successful site organization and its pleasant informality; it is a place to carry on municipal business without pomposity.

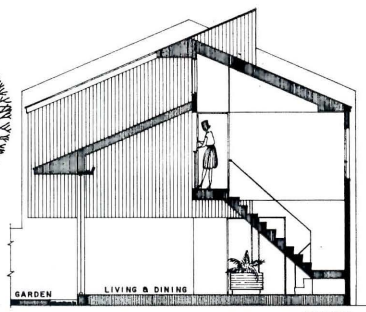


LYNNDALE HOMES FRONT ELEVATION COMBINATION OF ROW (TOWN) HOUSES

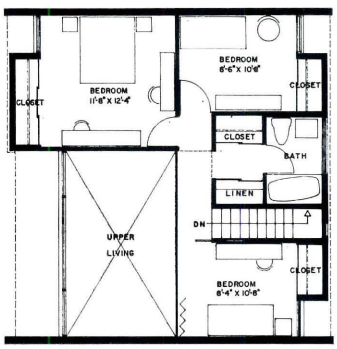
SCALE: 1"= 4'-0"



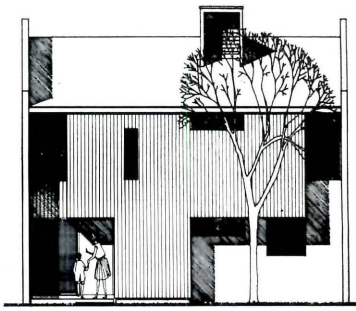
GARDEN ELEVATION



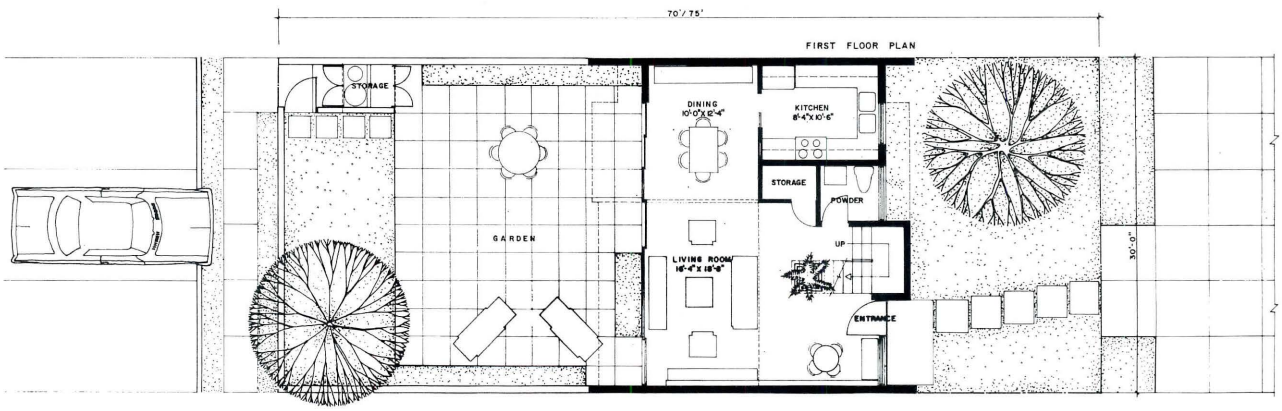
SECTION



SECOND FLOOR PLAN



FRONT ELEVATION



LYNNDALE HOMES ROW (TOWN) HOUSE TYPE "F"

SCALE : 1"= 4'-0"

Merit Award

Lynndale Homes

Dade County, Florida

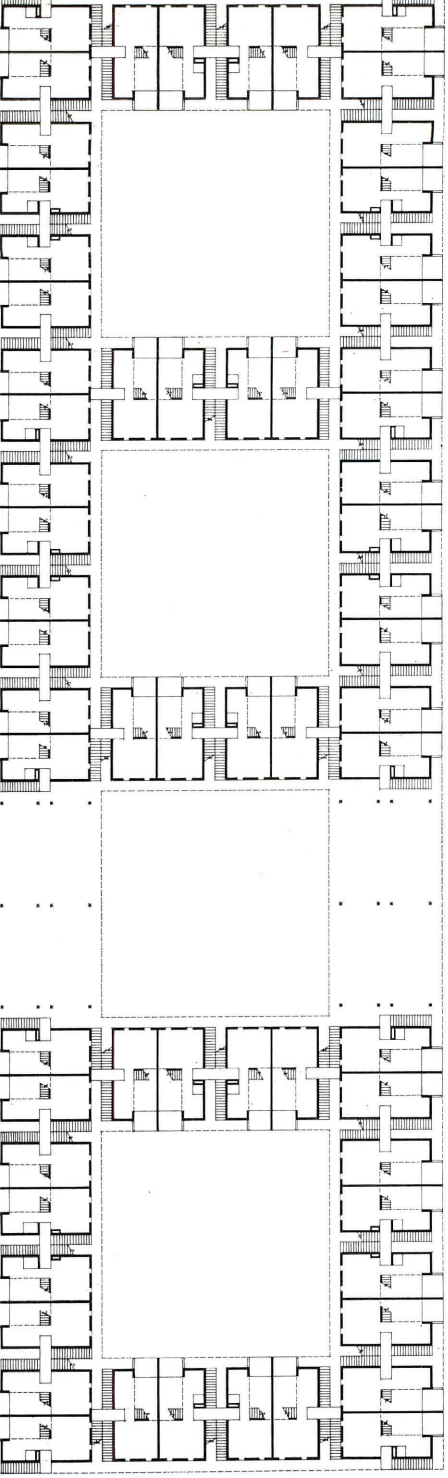
This project is a master plan for mixed development garden apartments and row (town) houses with shopping facilities within the limits of obtainable zoning.

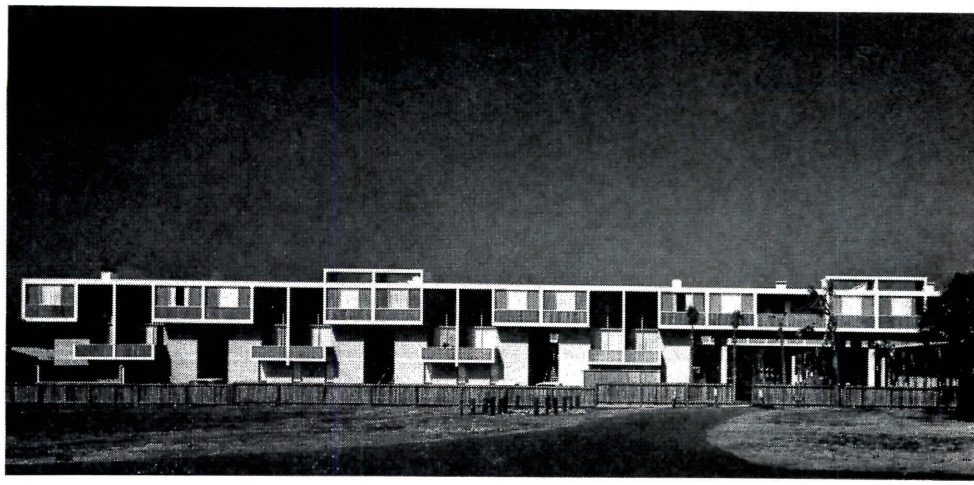
Recreation and pedestrian areas connect the row houses and apartments to community shopping. These spaces vary in size and scale to furnish variety and individuality as well as points of reference along the path-like link between living units and shopping facilities. ■

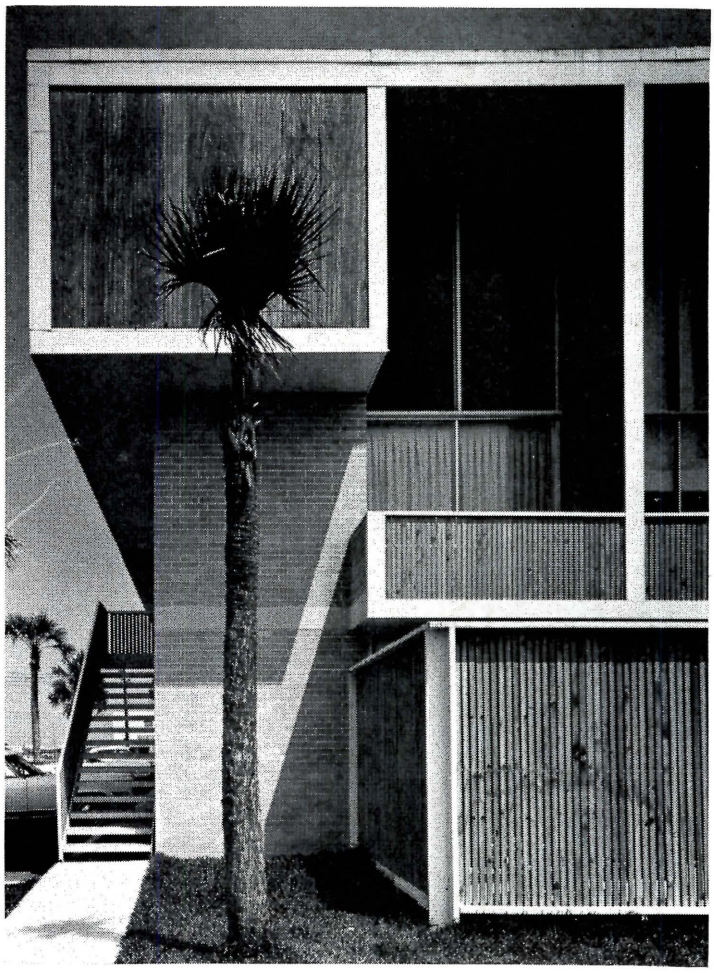
ARCHITECT:
Russell-Melton-Associates, AIA

JURY COMMENTS

Lynndale Homes and Place By The Sea Apartments are two very meritorious solutions to medium density group housing. The first has not yet been built, but the design shows a real control of the problem, both in its site plan and in the unit plans of the dwellings. It would appear to have promise of realization without strain. The second has been constructed, at least in part; it is in some ways more original and ingenious, but also more difficult to evaluate.







Photos by Alexandre Georges

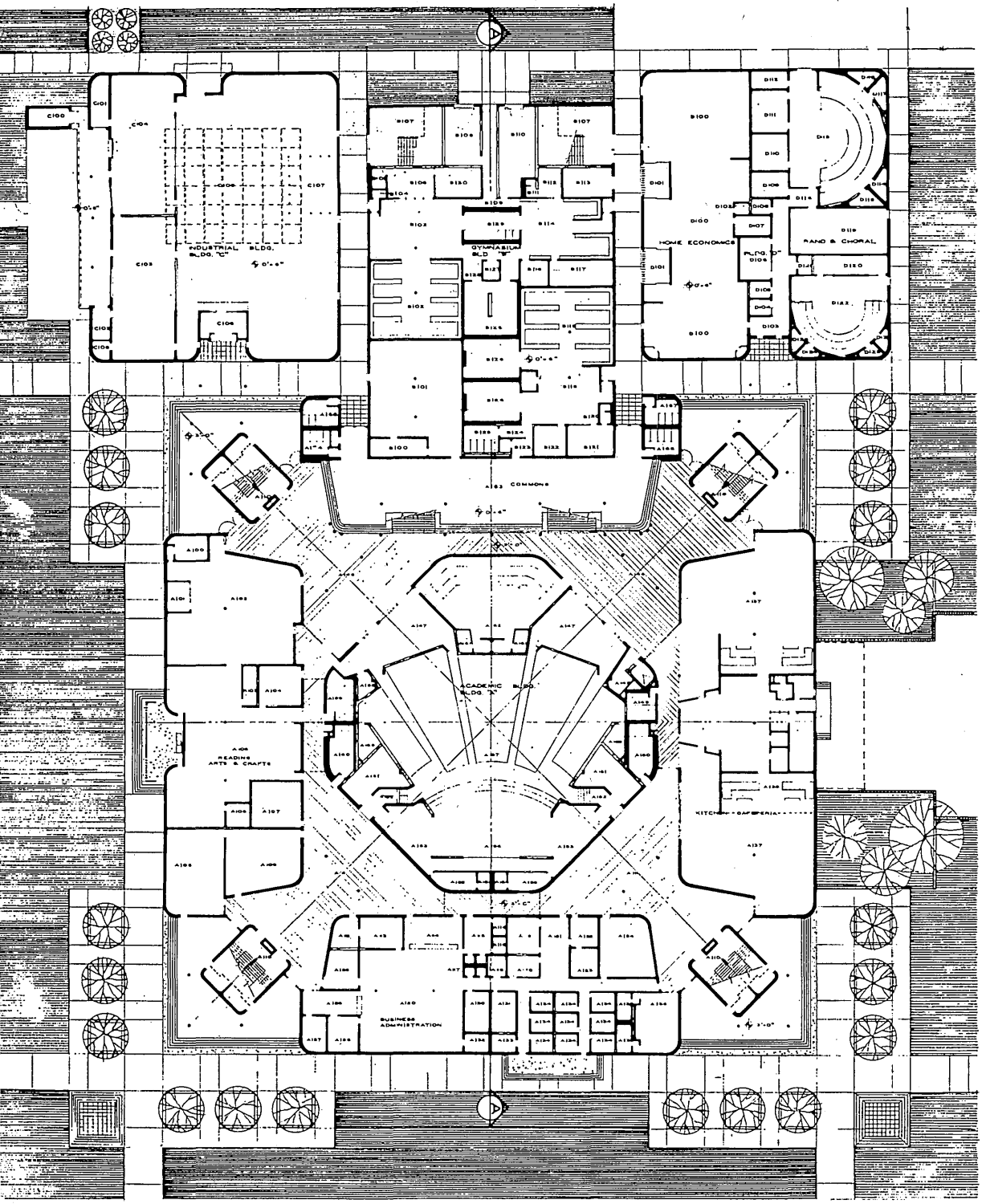
Merit Award

Place By The Sea Apartments

Atlantic Beach, Florida

ARCHITECT:
William Morgan, AIA
CONTRACTOR:
Preston H. Haskell Company

This one hundred apartment group is the first phase of a master plan for a 7.7 acre site on a former hotel reservation. The three story apartments form a single articulate mass along the western side of the site with maximum exposure toward the beach. A main entry drive passes through the building and leads to the center of the complex. Vertical entries between units give maximum privacy and through ventilation. Typical apartments have fireplaces with built-in seating and private gardens on the ground floor or balconies on the second floor. ■



FIRST FLOOR PLAN

Merit Award

Miami Lakes Senior High School

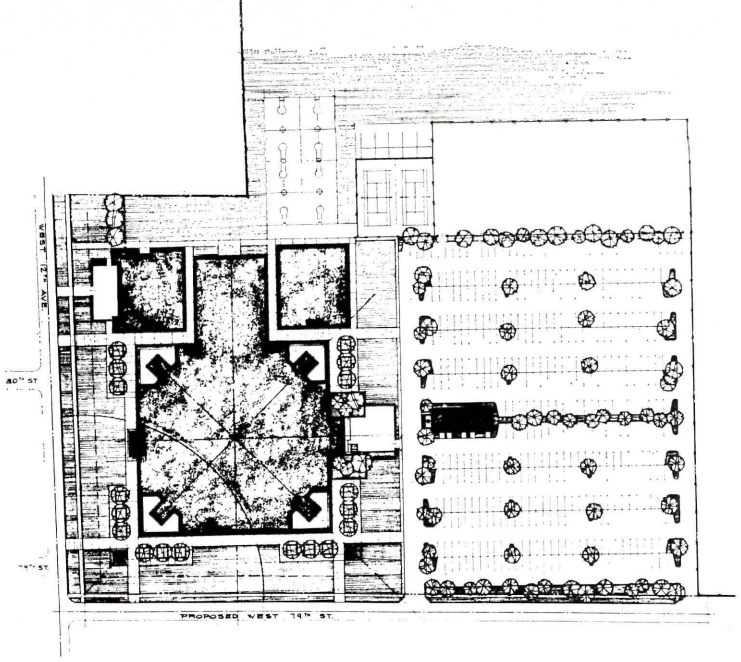
Hialeah, Florida

ARCHITECTS/ENGINEERS:
Greenleaf/Telesca

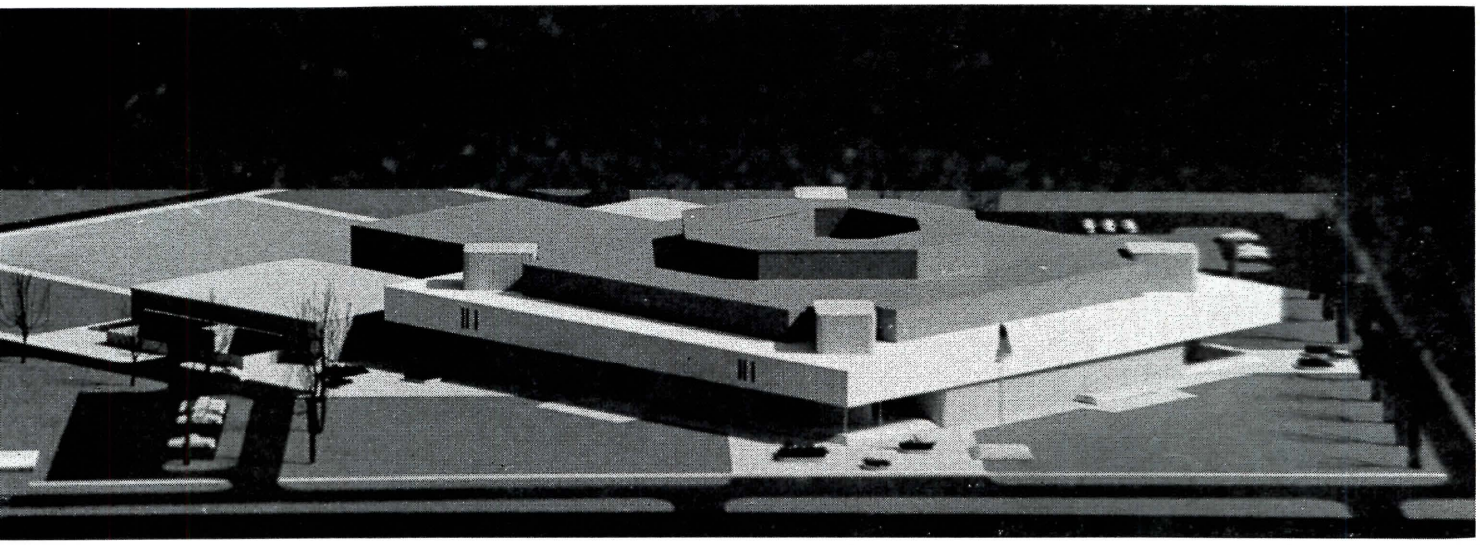
A compact, ordered arrangement of flexible yet integrated spaces, with minimum circulation distances.

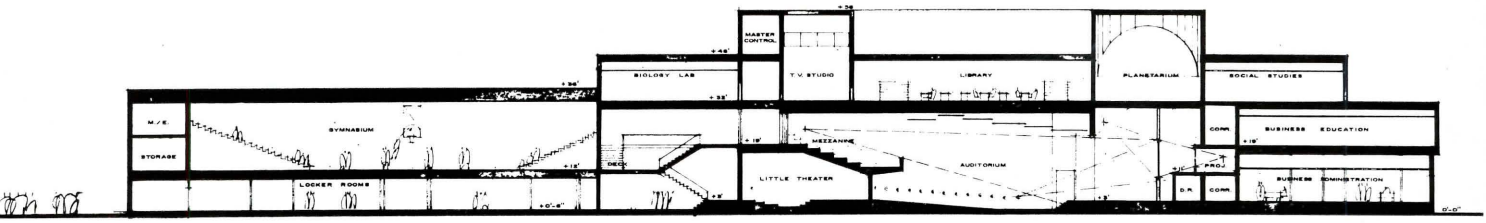
Multiple and varied space requirements are provided for in all areas. The divisible auditorium with stage and rear screen projection provides for a total seating of 894 or three separate instructional areas, one seating 678, and two seating 108 each, with counterwork surfaces. The Little Theatre provides an additional group instructional area.

The gymnasium is divisible into two activity areas.



SITE PLAN





LONGITUDINAL SECTION A-A

The planetarium serves this school as well as others in the area not having planetarium facilities.

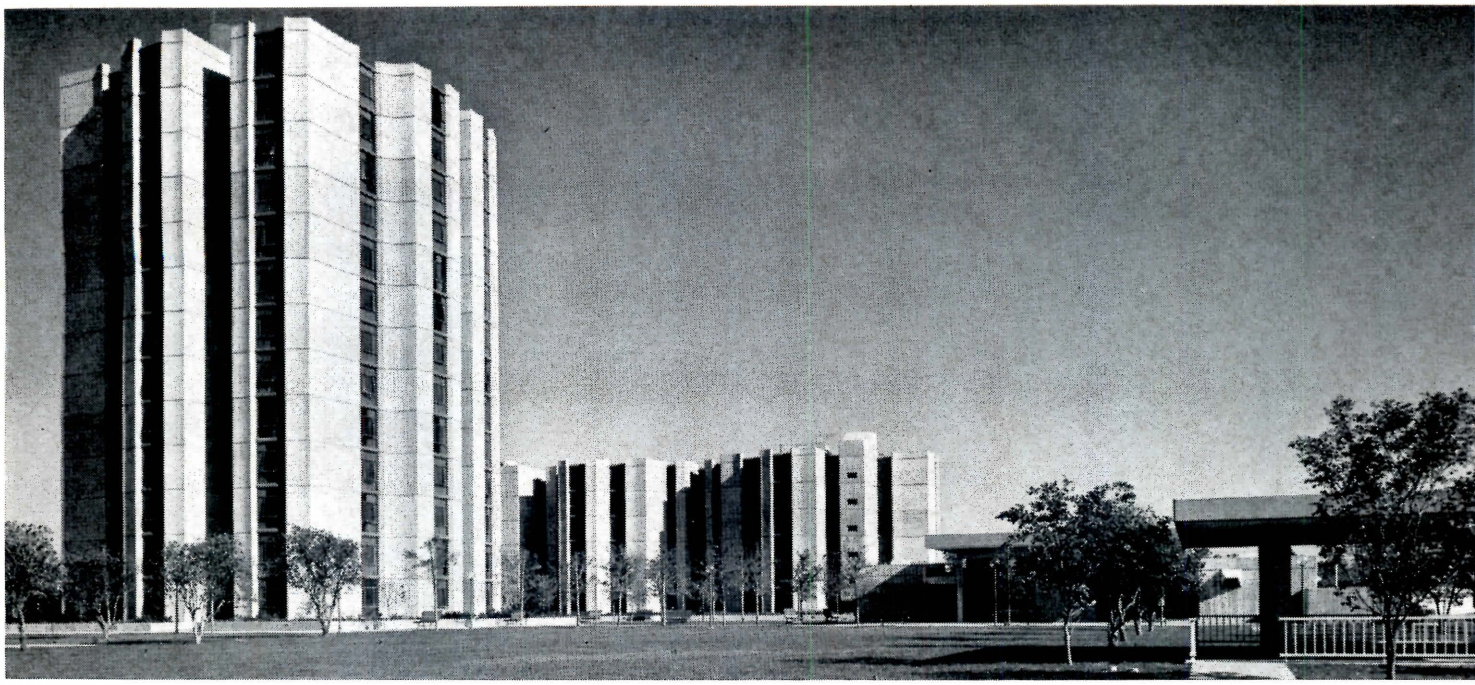
General instructional areas are subdivided by movable chalkboard partitions and in required places by folding partitions.

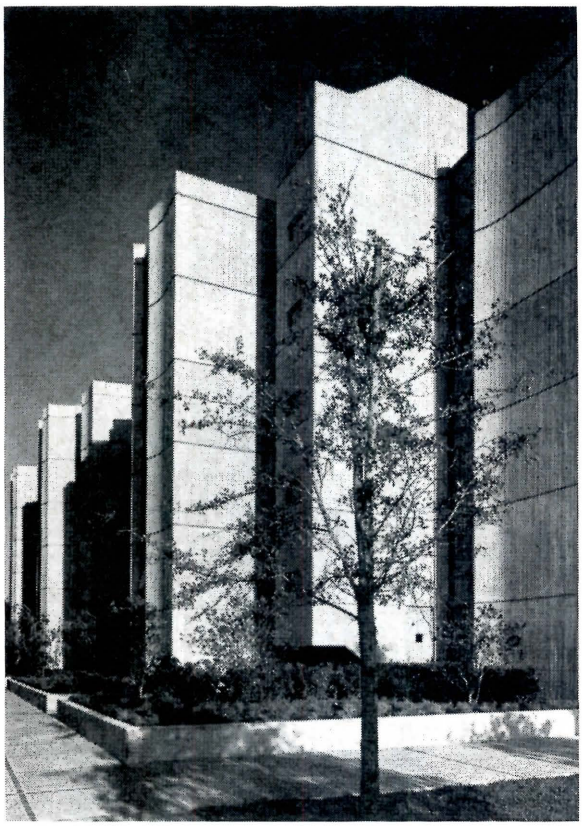
Acoustics and lighting have been studied extensively and given careful consideration in the project.

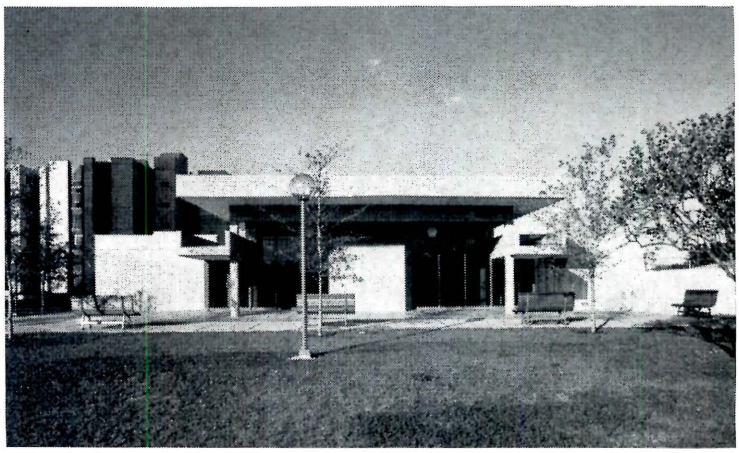
Audiovisual and television facilities are provided to support present "Educational Objectives" and the "Discernible Trends" of future educational application for all areas of learning. ■

JURY COMMENTS

Miami Lakes Senior High School whose program is probably typical of many large urban schools today, has a successful vertical organization of major assembly spaces and a well-contrived circulation system. This and other school projects submitted raised deep concerns on the part of the Jury as to the wisdom of the current practice and false economy of isolating young minds from the outside world by the complete suppression of windows.







Photos by George Cserna

This project was featured in THE FLORIDA ARCHITECT/FEB. '68

Merit Award

George A. Smathers Plaza

Miami, Florida

ARCHITECT:
Robert Bradford Browne, AIA

CONTRACTOR:
Apgar & Markham Const. Co., Inc.

The solution is a poured concrete building complex, in which structure, form and finish are combined in a single building operation. Because each set of forms has many reuses, and because those forms are designed to be moved in huge completed assemblies, the penalty for a greater perimeter is absorbed. Furthermore, because of this system; curves and angles could also be introduced to wall surfaces without penalty.

The exterior concrete walls were stained and waterproofed to the architects specification with a mixture of Thompson's Color and Thompson' clear Waterseal, creating a trans parent coating which allowed th beauty and texture of the concret surface to show through leaving i with a permanent "wet" look.

JURY COMMENTS

The George A. Smathers Plaza de serves its award in that it furnishes level of amenity that none of us ha thought possible under the PHA pro gram as defined by law and budget.

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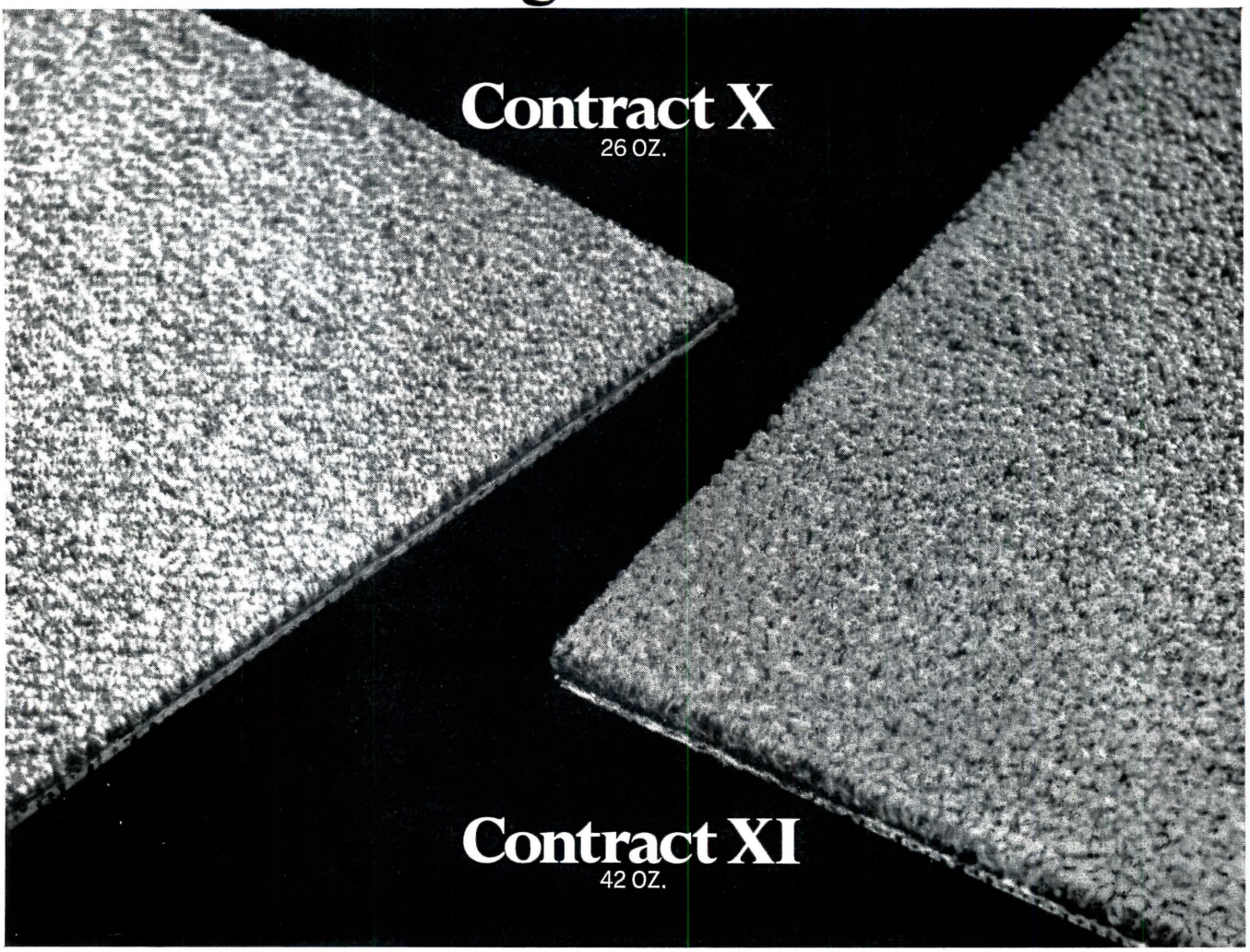
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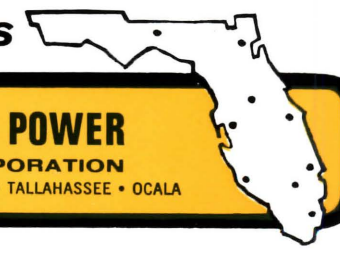
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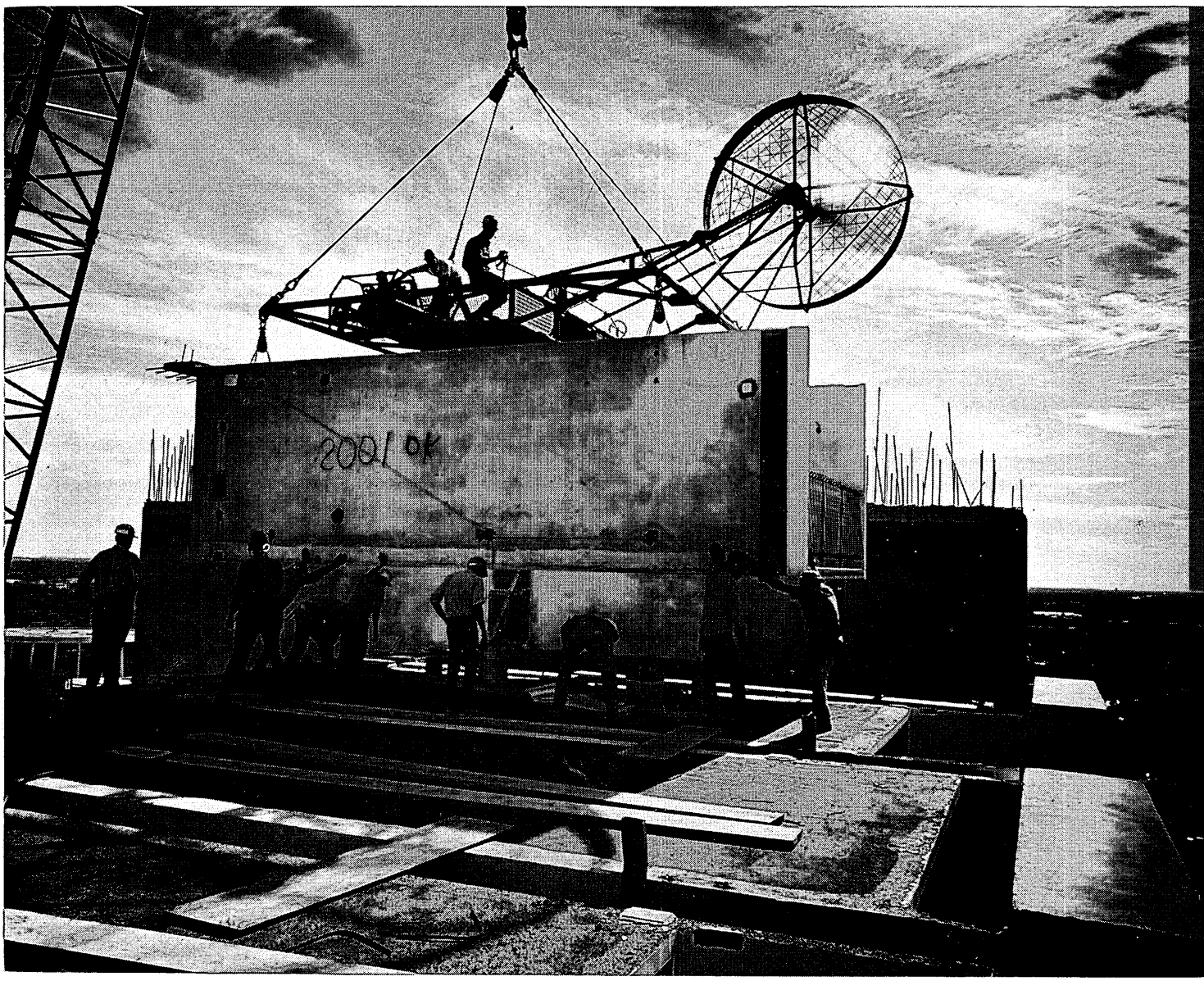
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Prefab room unit being lifted into plac
on the Hilton Palacio del Ric
San Antonio. Crane with special outrigge
is needed to lift the 35-ton units int
place. Helicopter rotor mounted on liftin
frame is used to keep room lined up wit
hotel as it is lifted. Hotel rooms ar
completely furnished before being lifte
—all the way from bathroom plumbin
and fixtures, wiring, interior wall finishing
to carpets, furniture and even light bulb